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Variable Annuity Can't Avoid State Regulation: Marsh

Issues Statement On Idea of VA Option In Mutual Funds

WASHINGTON—The recent announcement of a proposal to sell a variable annuity option in a mutual fund and have it exempt from regulation by state insurance departments has brought this statement from John D. Marsh, president of Variable Annuity Life of Washington, D. C.:

The "variable annuity is a life insurance product and can be sold only by insurance companies. I base my opinion on the fact that life contingencies are involved which are calculated on an actuarial basis and on which adequate reserves must be set up for the protection of the contractholder.

First Step In Undermining'

"The basis of the life insurance business is that legal reserves are maintained, and if a non-insurance company is permitted to assume these mortality risks without setting up a legal reserve, reviewed by the insurance department, it then becomes the first step in undermining the legal reserve system which underlies the entire life insurance business.

"Speaking for Variable Annuity Life, it is our contention that any man who sells the variable annuity should be subject to licensing by a state insurance department. In this way, the variable annuity will be presented in a uniform manner throughout the country, as a supplement to and not as a replacement of existing life insurance. It is my opinion that the variable annuity, when properly used in conjunction with fixed-dollar insurance contracts, serves as a valuable addition to an individual's insurance portfolio. If the variable annuity is incorrectly used, however, then the loss of valuable death protection or guarantees might work to the detriment of the life insurance policyholder."

Stockholders Approve Merger

Stockholders of Universal Life & Accident of Bloomington, Ind., have approved the proposed three-way merger of that company with Great Northern Life of Fort Wayne and Presidential Life of Indianapolis. The surviving company will be Great Northern, and operations of Universal L&A. and Presidential will move to Fort Wayne. Stockholders of the other two companies have already given the plan their approval.

POSTSCRIPT TO MIDYEAR MEETING:

Gov. Underwood NALU's First Choice; His Decision Is Big Question Mark

Although NALU was still saying nothing official as late as Wednesday evening, it would appear that Cecil H. Underwood, former West Virginia governor, is the association's number one choice to succeed Executive Vice-president Lester O. Schriver, who will retire in December. After several months of reviewing the field, both inside and outside the life insurance business, NALU has made its choice, reliable sources told THE NATIONAL UNDERWRITER. The only problem at this point would seem to be how the governor feels about taking NALU's top staff post.

Gov. Underwood, a Republican, who was defeated in his bid for reelection

last fall and who is currently vice-president of Island Creek Coal Co. of Huntington, W. Va., is known to have been at the NALU midyear meeting in Fort Lauderdale. He arrived on Wednesday, the next to the last day of the meeting, and spent several hours in consultation with Frank G. McNamara, Old Line Life, Waukesha, Wis., who is chairman of the special selection committee named to choose Mr. Schriver's successor. Gov. Underwood met with the trustees, who, reports say, were impressed with the 38-year-old former politician. However, when the trustees meeting broke up, neither the trustees, members of the selection committee nor Gov. Underwood would say whether a successor to Mr. Schriver had been picked or whether Gov. Underwood had accepted an offer from the association.

Since then, however, it was learned that NALU wants the governor. The

governor, on the other hand, had not made his decision. He was expected to give NALU a firm "yes" or "no" last Monday, but NALU, at press time, had nothing further to say on the matter—officially or off-the-record. A phone call to Gov. Underwood's office at Huntington revealed that he was out of town.

Although the appointment of a successor to Mr. Schriver dominated the midyear meeting in Fort Lauderdale, several other events of interest to life insurance people which were not reported in last week's account occurred earlier in the week.

In his address to the social security (CONTINUED ON FOLLOWING PAGE)

Huebner Hall To Be Dedicated; Lively Program At Affair

Huebner Hall, the new home of five insurance educational organizations which comprise the American Center for Insurance Education, will be formally dedicated June 1 at Bryn Mawr, Pa. The five organizations to be housed there are American College of Life Underwriters, American Institute for Property & Liability Underwriters, American Society of CLU, Insurance Institute of America, and Society of CPCU.

Following the dedication ceremony and open house at the new building on June 1, there will be an all industry banquet at the Sheraton Hotel, Philadelphia. On June 2, a CLU national seminar and an American Institute symposium will be held in Philadelphia City Center. An all industry luncheon will be held that day at the Sheraton. All events are open to persons in insurance and education.

Josephs To Speak

The dedication address will be given by Dr. Gaylord P. Harnwell, president of University of Pennsylvania. Banquet speaker is Devereux C. Josephs, former chairman of New York Life, and luncheon speaker is Erwin D. Canham, editor of the Christian Science Monitor.

The CLU seminar will be divided into two panel sections. One for underwriters will be moderated by Leroy G. Steinbeck, Life of North America. The other for home office and field management personnel will be moderated by Abram T. Collier, John Hancock.

The life underwriters section will revolve around the selection of candidates for a fictitious award as "America's Outstanding Life Underwriter." A case study based on "interviews" with the four fictitious candidates has been written by Mr. Steinbeck, and this material will be sent early in May to everyone who signs up for the underwriters' section.

Deputy Commissioner Of W. Va. Successor To NALU Counsel Bigbie

FORT LAUDERDALE, Fla.—H. James Douds, former deputy commissioner of West Virginia, was appointed counsel of NALU during the midyear meeting here. Mr. Douds succeeds Taylor Bigbie, NALU counsel since 1957 and a member of the legal department since 1954, who has resigned to become vice-president and secretary of Belgian-American Banking Corp. of New York City.

Before becoming deputy commissioner in 1959, Mr. Douds was supervisor of agents licensing for two years.



James Douds

Illinois Life Figures Begin On Page 13

In attendance at LIAMA's conference for business school deans in Hartford are, from left, Ike H. Harrison, dean of the school of business of Texas Christian University; Paul L. Noble, dean of the college of commerce of Ohio University; Robert P. Stieglitz, assistant vice-president of New York Life and chairman of LIAMA's subcommittee of the relations with universities committee which planned and directed the meeting, and Burkett W. Huey, LIAMA's managing director who was host for the meeting.



Ordinary Sales In March Show Only \$1 Million Gain

March sales of ordinary life insurance totaled \$4,685,000,000, an only nominal percentage gain and a dollar increase of \$1 million, according to LIAMA. Ordinary sales for the first three months amounted to \$12,137,000,000, up only \$12 million. These ordinary figures include \$108 million in the first two months of 1961 and \$156 million in the first two months of 1960 in individual policies written on groups.

Total sales in March were \$8,879,000,000, a gain of \$2,592,000,000, and for the first three months amounted to \$19,280,000,000, an increase of \$2,727,000,000.

March group sales reached \$3,589,000,000, up \$2,562,000,000, and in the first three months totaled \$5,509,000,000, an increase of \$2,715,000,000. Group figures represent new groups set up plus additional coverage under amended group contracts already in force. In recent years, LIAMA figures did not include amended in-force group contracts.

Industrial sales in March were \$605 million, a gain of \$29 million, and for the first three months amounted to \$1,634,000,000 which represents no change.

committee during NALU's midyear meeting, Albert C. Adams, retired general agent of John Hancock at Philadelphia, forecast a class war between the young, employed people of the country and older, retired individuals, if the social security system is allowed further expansion.

As Mr. Adams foresees the situation, if President Kennedy's program for medical care for the aged is passed by Congress, 14 million people who have never paid anything into the program will immediately become eligible for benefits, the cost of which will be carried by the younger workers' contributions into the program.

Noting that the administration estimates the cost of the additional benefits at \$1 billion the first year, Mr. Adams said the insurance business feels that a figure of \$2 billion would be more realistic. Mr. Adams said he could see a day not far off when the program would cost \$10 billion annually, all this at a time when the younger worker would be still paying the bill without realizing any benefits himself.

The older people will have this coverage as a right and no means test will be required, Mr. Adams said. It is such a situation which could give rise to a class war, not between economic groups, but between the young and the old of the country.

North Covers Same Subject

President William E. North, in his second talk of the meeting to the National Council, touched on the same subject, but in a broader sense. Mr. North, who is also manager of New York Life at Evanston, Ill., while enumerating several opportunities the life insurance business has to serve the public, asked, "Should we not recognize that we have a responsibility to the youth of America, based on the fact that their future earnings are currently reported to be mortgaged for more than \$750 billion?"

"Is it not time that some prominent organization takes the initiative in supporting the concept of a fighting chance for the youth of the nation who, being saddled with a debt concerning which they have had little to say, may find themselves with an impossible burden—a burden so great they may be forced to adjust many of the so-called benefits to a level in keeping with their ability to pay?"

"This problem is being discussed by many young people today and it would seem that our interests and theirs justify a common effort in the interest of preserving their rights and our tomorrows," Mr. North declared.

Mr. Schriver, in his report to the National Council described the recent creation of a committee on company-field relations by both NALU and American Life Convention and Life Insurance Assn. of America as "the greatest single event in our industry during the past six months."

"The membership of that committee" said Mr. Schriver, "represents several types of companies, and there certainly is a wide range of opinion among the members of the committee with respect to many problems confronting the industry. Their opinions and conclusions deserve the thoughtful, earnest consideration of every mother's son."

"Plain fairness," he said, would seem to indicate that NALU members should take a brand-new look at some of the trends of the times "and reason together with those for whom we have a long-standing and wholesome respect."

There are many areas, including the group problem, where there is substantial

Brewster Nominated To MDRT Executive Committee; Lester Rosen For Chairman

Lester A. Rosen, agent of Union Central Life in Memphis and vice-



Lester A. Rosen



Iram H. Brewster

chairman of the 1961 Million Dollar Round Table, has been nominated for chairman of the 1962 Round Table by a committee headed by Adon N. Smith II, Northwestern Mutual, Charlotte, N.C., a past chairman of MDRT. Mr. Rosen is nominated to succeed James B. Irvine Jr., general agent of National Life of Vermont at Chattanooga, who will continue to serve on the executive committee when the new administration takes over on Nov. 1.

There is always special interest in the new man added to the executive committee, since in the normal progression he becomes chairman three years later. For the 1962 Round Table, Iram H. Brewster, associate manager of Phoenix Mutual Life at Pittsburgh has been nominated.

Coakley For Vice-Chairman

Daniel H. Coakley, New York Life agent in Boston, now serving his second term on the executive committee, has been nominated for vice-chairman.

Alfred J. Lewallen, general agent of Mutual Benefit Life at Miami, has been nominated for reelection to the executive committee.

The election will take place during the annual meeting of the Round Table, June 25-29 at the Americana Hotel, Bal Harbour, Fla.

Mr. Rosen entered the life insurance business in 1933 with Union Central Life at New York. He became a CLU in 1936 and has qualified for the Round Table for 16 years. He is a past president of the Memphis CLU chapter, the Memphis Life Underwriters

association, and has been a vocal proponent of the field-office relationship between the field and the companies, Mr. Schriver said, "but these disagreements (or evils if you insist) are not the sole creation of the field or the home office. Each must share the blame (if blame there is) and it is in these areas that I predict that the new field-company joint committee will perform its greatest service."

In trying to understand the new pattern which is emerging in life insurance, Mr. Schriver advised everyone in the life insurance business to remember that the public interest is paramount and that it is important to be able to adjust to change.

"Public interest is the center around which every other consideration revolves," he said. "If a proposition is demonstratively good for the public, the field forces and the home offices had better adjust themselves to that fact or be lost in the stampede. And the corollary to that proposition is that nothing is permanently good for any party to a transaction unless it is in the public interest."

In other major actions taken by the National Council or the trustees that were not reported in last week's account of the midyear meeting, the

Assn. and the Tennessee Life Underwriters Assn. He instructed pilot LUTC courses in Memphis in 1948-49 and is on the speakers' panel of NALU. Active in civic and philanthropic organizations, Mr. Rosen is co-chairman of the Memphis chapter of the National Conference of Christians and Jews. He is program chairman of the 1961 MDRT.

Brewster With Phoenix Since '37

Mr. Brewster has been with Phoenix Mutual since he entered the business in 1937. He has been a member of MDRT continuously since 1950 and has served on the room-hopping, program, nominating, qualifications and procedures and nominating committees. He has spoken from the platform and in room-hopping sessions at numerous MDRT meetings. Mr. Brewster's production has enabled him to lead the Pittsburgh agency continuously for 16 years. It has also placed him in his company's Top Ten Club every year since its inception. He has been a member of the company's Million Dollar Club for 12 consecutive years. He received the Sales Executive Club of New York's distinguished sales achievement award and was recently honored by his company for having completed 1,000 weeks of consecutive weekly production, starting from his first week in the business. Mr. Brewster is active in local civic and community affairs and in local theater groups. He is in demand as a speaker on executive compensation and business life insurance.

MDRT Foundation Nominees

Also announced by the nominating committee are the nominees for the Million Dollar Round Table Foundation. The ex-officio directors are the four most recent past chairmen who were certified by the executive committee as willing and able to serve. They are Mr. Smith, Robert S. Albritton, Provident Mutual Life, Los Angeles, immediate past chairman of MDRT, William D. Davidson, Equitable Society, Chicago, and Howard D. Goldman, Northwestern Mutual Life, Richmond.

Nominated from among the MDRT

trustees voted to have NALU sponsor a countrywide education-information program on life insurance as an investment at all levels of the association, local, state and national. The trustees acted on the matter after Ralph G. Engelsman, New York City life insurance consultant, pointed out the tremendous challenge facing the life business in its attempt to sell the public on the subject of life insurance as a good investment and good property.

A special committee composed of Mr. Engelsman, Jack A. Stewart, Phoenix Mutual Life, Cleveland, chairman of the committee on education and training, and William S. Hendley, Mutual of New York, Columbia, S. C., chairman of the committee on public relations, reviewed Mr. Engelsman's proposal and reported back to the trustees while they were still in session in Fort Lauderdale.

The special study group agreed that an intensive education-information program sponsored by NALU was long overdue. It also called for early preparation of a format and materials for use by local associations and individual members.

The trustees assigned the project to

membership are three men who, specified in the foundation's bylaws, are not currently members of the executive or nominating committees—past chairmen of the MDRT. They are Philip F. Howerton, Connecticut Mutual Life, Charlotte, N.C., Edward Mintz, New York Life, Salinas, Cal., and J. Renwick Montgomery, Phoenix Mutual Life, Philadelphia.

Can Nominate By Petition

The bylaws provide that "additional nominations may be made by written petition signed by at least 20% of the then total membership provided nominations are received prior to the annual meeting."

Serving with Mr. Smith on the nominating committee are Williston L. Bradway, Equitable Society, Los Angeles, MDRT Chairman Irvine, Kenneth R. Mackenzie, New England Life, Boston, and Mr. Albritton.

United Of Chicago Buys Suwanee Life Of Fla.

United of Chicago has acquired a majority interest of stock of Suwanee Life of Jacksonville, Fla., which will be merged into United. The stock was purchased from J. R. Anthony and other members of the Suwanee board at an undisclosed price. Mr. Anthony, executive vice-president and major stockholder, will retire from the company and devote his time to personal interests and investments.

Suwanee has more than \$80 million in force, mostly industrial. Combined resources of United and Suwanee are expected to total \$130 million at the close of 1961, with the life force figure at \$850 million. United is licensed in 45 states and the District of Columbia, has capital and surplus funds of \$27 million, and premium income is more than \$100 million. The company is planning major expansion and is erecting new buildings in various sections of the country. It will make the Suwanee facilities its southeastern home office. A substantial number of the merged company's key personnel is expected to remain, and will be the field force. United's 41-story new home office building is under construction at One East Wacker Drive, Chicago, and as the world's tallest marble office building will be a new landmark on the Chicago River.

the committee on public relations to work with Institute of Life Insurance on the program. The committee expects to kick-off the program at NALU's annual convention in Denver, Sept. 24-29.

The National Council also approved an amendment to the bylaws which would make certain that any past president of NALU who is still a member of a local association, even though he may be retired, will retain his vote in the National Council. Only past presidents excluded are those who are actually working in home offices or who have left the insurance business for some other field.

The trustees and the National Council approved a recommendation by the membership committee that membership in NALU be made available to associations outside the United States, where NALU's services can be extended with a reasonable expectation that the affiliation will benefit both the domestic and foreign organization. However, before such a change can be implemented, the association's charter will have to be amended.

Further coverage of the NALU midyear will appear in next week's issue of THE NATIONAL UNDERWRITER.

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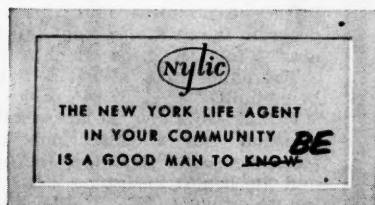
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Former Blue Shield Official Speaks Out On A&S Insurance

Dr. Frederic E. Elliott, former consultant to the chairman of United Medical Service (New York City Blue Shield), is a firm advocate of the voluntary system of health insurance. He is also an outspoken critic of what he feels is wrong with the health insurance business today—both in the non-profit service plans and in the private insurance industry. In his article below, Dr. Elliott frankly discusses some of the problems of the health insurance business, what he feels is wrong with present approaches and suggests a few solutions in passing.

By Dr. FREDERIC E. ELLIOTT

In the early 1930s the health insurance business was said to be a field of uninsurable risks. Since then, insurance to pay hospital and doctor bills has become a billion-dollar enterprise. The practice of good medicine is basic to successful health insurance; the practice of sound insurance in this day and age is fundamental to public acceptance and confidence in the practice of medicine as well as in insurance generally. However, doctors don't know how to plan and practice insurance; insurers don't know how to practice medicine; and between them, too long, there has, I feel, existed a lack of understanding of mutual affairs to better service the needs of the public. Today, there is a definite need for men of seasoned judgment and know-how, not for novices or trailers in the trade who fail to comprehend what is required.

It is obvious to everyone that the people of our nation have shown that they are quite willing to pour vast sums of money into a voluntary system of health care which promises to provide them with what they want. No mandate is needed when a system is right. Americans, I think we can all agree, are still individuals who choose to preserve the individual-doctor relationship. Voluntary insurance supports this ideology. It frustrates the ambitions of any who aim to rule through the agency of a political health dynasty.

Political Quackery

But political quackery will attempt to exploit the health insurance field if given a toe-hold. The Wall Street Journal of March 13, commenting on a national plan for health care of the elderly, said, "Here is a measure for the government to take over the responsibility of medical care of all of us. To pretend that this will not alter the health and medical system of the country is specious." And further, "The President promises that this modest program is not the end but the beginning, a foundation on which to build."

The editor asks, "What is it that is being built?"

I think we know the answer to that question, but a better one to ask ourselves is, "What are the doctors and the health insurance industry doing to prevent it?" In the idiom of youth, "Where are we at?"

The insurance market is now being offered major medical and the first dollar coverages of the insurance industry, plus Blue Cross and Blue Shield coverages of the so-called non-profit plans. None of them would seem to have matured beyond the trial and error stages.

Major medical gave the industry a single name to identify a variety of offerings, to catch the public eye, just as the non-profit industry adapted "Blue" to a variety of contracts. And nearly all the people in this country now have health insurance in one form or another. Of covered public, the industry has 53% and the Blues 47%.

Now, the major medical contract yet to be lived with to prove that it is viable with all its obvious lures and abuses. On this subject, Prof. D. MacDonald of the University of Michigan in 1956 said, "The insurer can expect to experience its ultimate ratio under a new plan of insurance for perhaps many years. At least five years will pass before policyholders learn enough about the new cover to begin to utilize their rights and benefits."

In line with Prof. MacDonald's remarks, abuses in major medical can be expected to reach their full bloom in another three or four years. And it disappoints too many people, both in the health insurance business and among the public, it will prove to be one more stimulus to the socialization of sick care.

Temptation To Cheat

In 1959, Dr. Clifton L. Reeder, vice president and medical director of Continental Assurance, said, "Major medical violates the basic moral concept of insurance. It tempts the owner of a contract to cheat, and rewards him if he does. It tempts the doctor giving the service to charge more for it, and rewards him if he does."

How can we in the health insurance business avoid this problem? I believe that a contract for larger benefits than is based on a standard schedule of fees, such as in the Medicare program and with the added provision for local medical society authority over excesses and abuses would be better than anything we have now for anyone who seeks coverage of these higher limits.

Blue Cross plans with their wide open cover for hospital care have mustered a large enrollment within a short span of years—but the honeymoon is over. The hospitals are now handing out bills which necessitate increased Blue Cross rates and the spiraling cannot go on forever. If they do, they will probably result in an appeal to the government and the politicians for relief.

These difficulties have come to Blue Cross with the transition of hospital management from the mission-type director to the modern college-educated career administrator. In earlier days money for support of hospitals

(CONTINUED ON PAGE 18)

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Life Ad Men Ready Western Round Table

Life Insurance Advertisers Assn. will hold its annual Western Round Table meeting May 7-9 at the Ambassador Hotel, Los Angeles. Program chairman is Everett Zeigler of Pacific Fidelity Life. Carlton E. Gustafson, Independence Life, is arrangements chairman. Rudy B. Miner, Pacific Mutual Life, will direct promotion and publicity.

The meeting will be broken down into four segments—an analysis of the outlook for business and life insurance in general, and three workshop sessions on advertising, public relations and sales promotion. Session chairmen are Richard W. Marsh, California-Western States Life; Francis M. Small, Pacific Mutual Life; H. Dixon Trueblood, Occidental Life of California, and Mr. Miner.

Eastern Round Table officers are Larry Aasen, New York Life, chairman; Mr. Zeigler, vice-chairman, and Frank Culp, West Coast Life, secretary-treasurer.

Four key speakers have been announced: Robert R. Dockson, dean school of business administration, University of Southern California; Charles T. Newton, manager, communications, Convair Astronautics; Robert Bischoff, State Farm Life, and John L. Briggs, vice-president and director of public relations, Southland Life and president of Life Insurance Advertisers Assn.

Thurston National Life, Petroleum Life Merge

On recommendation of the board, stockholders of Thurston National Life of Tulsa approved a merger with Petroleum Life, also of that city, on a share exchange basis. The latter company's board and stockholders had previously approved the move. While Petroleum Life loses its identity in the shift, Hadley E. Kenslow, its president, and Lynn O'Neal, executive vice-president, will continue with Thurston National, having been elected to the board and as vice-presidents. At Thurston, William R. Thurston Jr. will continue as assistant to the president; R. N. Fogle, as vice-president-secretary, and Varney Gaines, vice-president and director of agencies.

Thurston National Life was formed when the senior Mr. Thurston merged Beacon Life with Financial Reserve Life. Before that he had purchased Franklin Casualty, changing its name to Thurston National Ins. Co. The companies operate in Missouri, Kansas, Arkansas, Texas and Oklahoma, with the home office in Tulsa.

25% Stock Dividend For Franklin Life

Stockholders of Franklin Life at their meeting May 3 will vote on a recommendation for a 25% stock dividend. In a letter to the stockholders, President Charles E. Becker outlines management policy on stock dividends, observing that a program of expanding the capital as the company grew began with a 50% stock distribution in February, 1944. From 1944 through 1960, Mr. Becker states, stock dividends averaged 20% a year, so that one share of stock owned on Jan. 1, 1944, would have increased to more than 15 shares today.

On May 3, Mr. Becker's recommendation will be that authorized capital of Franklin be increased from 6 million shares (4,732,568 outstanding) to 10 million shares. The unissued shares will be available for the proposed 25% stock dividend; future "substantial" stock distributions, and acquisition of other companies "when a favorable situation is presented." Such mergers or purchases might be effective through a stock exchange, the letter states.

In the first quarter of 1961, paid sales were \$198,923,982; Investment income increased 11.4% from \$5,564,139 to \$6,200,762.

Holding Company Merged Into United American Life

Stockholders of United American Investment Co. and United American Life have voted to merge the two companies, with the life company as the surviving organization. The investment company was originally formed as a holding company during the organizational period of the life company.

Investment company stock certificates have been recalled for exchange with the life company stock on a share for share basis, and the investment company's assets were purchased with 350,000 shares of the life company's 50-cent par value capital stock.

Stockholders of record March 21 received life company shares as a 10% liquidating dividend paid between March 21 and April 25.

Program Set For Boston

The program has been completed for the annual estate planning day sponsored by Boston Life Insurance & Trust Council and the Boston CLU chapter, May 2, in John Hancock Hall.

Panelists on the program that will run during the afternoon and evening will be William J. Casey, chairman of the board of editors of Institute of Business Planning, New York City;

Rene A. Wormser, senior partner in the New York law firm of Wormser, Koch, Kiely & Allesandroni, and David B. Chase, partner in the New York accounting firm of J. K. Lasser & Co.

David Smith Secretary Of Tex. Legal Reserve Assn.

David Smith, Texas radio broadcaster for many years, has been appointed executive secretary of Texas Legal Reserve Officials Assn. He succeeds Mac Roy Rasor, who has joined Southwestern Life as public relations director.

Mr. Smith has been in radio since 1940, the past 12 years with station KVET at Austin as assistant manager and news director.

Plans Stock Split

Directors of Surety Life of Salt Lake City have approved a stock split that will give stockholders 10 shares for each one now held. The par value will be reduced from \$10 to \$1. The new stock will be mailed out July 1 to stock of record June 15.

Southern Round Table Of LAA Holds Annual Meet At New Orleans

By GEORGE E. WOHLGEMUTH

NEW ORLEANS, La.—Discussing the significance of the LIAMA study on "Life Insurance in Focus," Brice F. McEuen, vice-president and agency director of Lamar Life, told Southern Round Table of Life Advertisers Assn. what conclusions are to be drawn from it. Family protection is the number one reason for the purchase of life insurance by most family heads; their estimate of what is adequate life insurance is very low; life insurance is an item never discussed in the home, business or "anywhere." He pointed out that a survey made by University of Minnesota indicated that the life insurance man is becoming increasingly more favorably regarded by the public. He ranks third in the esteem held by the public for various occupa-

(CONTINUED ON PAGE 12)

one of the
best
and
one of the
busiest

Comparable year-to-date figures continue to show that Central Life's sales consistently run well ahead of the life insurance industry as a whole. There are several reasons why this is so—and Central Life agents agree that an important one is *true graduated premium* on all plans (except single premium). The quantity discount idea, first introduced in the United States by Central Life in 1955, is another example of the sales-minded leadership that's making "One of the Best" one of the busiest, too!

Central Life

ASSURANCE COMPANY, DES MOINES 6, IOWA
Progressive and competitive, yes . . . but not
at the expense of financial security

ASSETS	\$175 Million
SURPLUS	\$14½ Million
INSURANCE IN FORCE	\$620 Million

are you on the
razor's edge?

No razor's edge is keener than the one on which you may be balancing decisions about where and how you spend your productive life.

Piedmont Southern, with its great financial strength, bright territorial potential, strong product and promotion portfolio, and warm cooperative

spirit, may be the answer to your razor-edged career dilemma.

Piedmont Southern Life

INSURANCE COMPANY
Stanford Y. Smith, CLU, Agency Vice Pres.
HOME OFFICE • ATLANTA, GEORGIA

Home Office Changes

Prudential

Frank Roberts, art and production manager of the Chicago regional home office, has been promoted to manager of public relations and advertising there. He joined the Newark home office in 1951 as a junior staff artist, returning to the company in 1953 after two years' service in the Korean war.

He became staff artist and was transferred to Chicago in 1954, being named art and production manager a year

Mutual Of New York

Curt M. Rosenberg, director of management training, has been promoted to regional superintendent of agencies. Thomas H. Chisholm, manager at

Corpus Christi, has been appointed to succeed Mr. Rosenberg. Mr. Rosenberg is a CLU.

Old Republic

Senior Vice-presidents J. Russell Freeman and William R. Stover have been elected to the board.

Peoples Life Of D.C.

Ian M. Charlton has joined the company as associate actuary. He has been an actuary with Metropolitan Life, Monumental Life and the actuarial consulting firm of Howard E. Ny-

hart Co. He is an associate of Society of Actuaries.

Manhattan Life



Anthony V. Rumolo

Anthony V. Rumolo has been appointed assistant vice-president. He was formerly director of pension trust department director of agencies, eastern and southern divisions. He now will devote his full time to pension trust and related

of business.

Mr. Rumolo entered life insurance in 1946 with Equitable Society. Before joining Manhattan in 1958, he was for five years manager of the life department of Johnson & Higgins, New York insurance brokerage firm where he specialized in pension, profit sharing and deferred compensation plans.

Nationwide Life

John D. Elliot, financial plans adviser for metropolitan New York, has been appointed supervisor of sales.

Guardian Life

Guardian Life has promoted Robert W. Deisler from coordinator of electronic methods and procedures to assistant vice-president, and has appointed Gordon F. Gilchrist, formerly



Gordon F. Gilchrist



Robert W. Deisler

assistant secretary of the Royal-Globe group of fire-casualty insurers, assistant to the president.

Mr. Gilchrist will be responsible for the electronic data processing system, methods and procedures, particularly in premium collection and commission accounting. Mr. Deisler will continue to direct the activities of the planning department and will work with Mr. Gilchrist in long-range planning.

Mr. Deisler joined Guardian in 1953 in the actuarial department. From 1948

MANAGEMENT CONSULTANTS

O'TOOLE ASSOCIATES

Incorporated

Management Consultants to Insurance Companies

Established 1945

220-02 Hempstead Avenue
QUEENS VILLAGE 29, NEW YORK

E. R. Filcraft, Director Insurance Division—Special Services • PROFIT COUNSELORS, INC. •

355 Lexington Ave.
New York 17, N. Y.

120 S. La Salle St.
Chicago 3, Ill.

Consultants to Business

WHY SO MANY BROKERS

RATES
THAT WIN
SALES!



WIDE RANGE
OF QUALITY
CONTRACTS

MAKE



TO OUR
BROKERAGE
STAFF SERVICE
IS "A MATTER
OF PERSONAL
PRIDE"

GREAT-WEST THEIR FIRST SELECTION

PIONEER IN
BROKERAGE
BUSINESS



LIBERAL
COMMISSIONS

FROM HEAD OFFICE:
CO-OPERATION
AND "AN OPEN
MIND"



THE
GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE - WINNIPEG, CANADA

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1954, when he was assigned to study electronic data processing, he was head of the statistical department. He was promoted to the official staff in 1957. Mr. Gilchrist entered insurance in 1946 with Royal-Globe. He is an instructor in electronic data processing at the New York School of Insurance.

C. V. Starr & Co. Group



Robert B. Wallingford

Robert B. Wallingford has been appointed director of marketing services. He will be in charge of advertising, public relations and market research and planning. Mr. Wallingford has been an account executive of the Young & Rubicam advertising agency of New York, and has been with Continental Casualty at Chicago, Guardian Life at New York and American College at Philadelphia. He is a son of Eldon Wallingford, associate general counsel of Life Insurance Assn. of America.

Central National

William F. Higley, assistant chief underwriter, has been promoted to chief underwriter.

Continental Assurance

Named assistant vice-presidents are Paul C. Green in charge of managerial agencies and Hugh S. Betts Jr., who will head the career department. These



Hugh S. Betts Jr.



Paul C. Green

are newly created positions. Mr. Green and Mr. Betts have been superintendents of agencies.

Dr. Gerald S. Modjeska has been appointed associate medical director. A graduate of University of Illinois school of medicine, he has been with the company since 1956.

Great-West Life

Dr. A. B. Houston, formerly an assistant medical director has been appointed an associate medical director. He joined the company in 1952 after several years' experience in private practice. He is a fellow of Royal College of Physicians of Canada, and a fellow of American College of Physicians.

Crown Life

Dr. R. C. MacKay has been appointed medical officer to succeed Dr. H. D. Delamere, who has retired after 32 years with the company.

B. A. R. E.

New directors are Asher J. Goldfine, Chicago realtor and president of Dahl Construction Co., and Ralph E. Oakland, vice-president and treasurer of Checker Motors, Kalamazoo.

California Life

Dermot J. Healy has been placed in charge of group administration.

UNION RESERVE of Minot, N.D., has appointed Gordon A. Berggren director of agencies and Edward F. Cook

chief underwriter. Mr. Berggren has been with Equitable of Iowa and Mr. Cook was with Great-West Life.

FIDELITY BANKERS LIFE—James N. Knipschild, director of group, has been promoted to vice-president of that department. He has worked with the group development programs of Prudential and New York Life. Dayton D. Hulbert, superintendent of agencies for the southern division, has been named vice-president of ordinary agencies to succeed Richard H. Guilford, who has been promoted to vice-president of marketing and sales. Mr. Hulbert was formerly agency director for Pyramid Life.

EASTERN LIFE has named Dr. Lester Cohen medical director. He had been director of the department of internal medicine at Hillside Hospital, Queens, N. Y.

Stockholders of **HAMILTON NATIONAL** of Indianapolis have named Harry E. Wells chairman and Stewart R. Billings president. A former commissioner of Indiana, Mr. Wells has been president, and Mr. Billings was executive vice-president and director

of agencies. Arthur O. Leary was named secretary-treasurer and Paul M. Differding and Elbridge E. Starmer become agency vice-presidents.

KENTUCKY CENTRAL L&A. has appointed James H. Powell director of training. He was staff manager of the New Albany district agency.

WABASH LIFE of Indianapolis has appointed Stuart H. Peckham vice-president and agency director.

K. E. Bailey Jr., vice-president and director of agencies of **LEE NATIONAL LIFE** of Shreveport, has resigned.

New Retaliatory Tax Law Enacted In California

A new retaliatory tax law has been enacted by the California legislature.

Sponsored by the insurance department, the law is designed to eliminate ambiguities and other provisions which have resulted in varied interpretations by companies in preparing their filings and estimated taxes due. The new law became effective March 30 and the insurance department is now setting up regulations and a formula

for determining the tax amounts.

The measure permits the commissioner to define categories of companies which he reasonably believes may be exempt from filing retaliatory tax statements. All other foreign companies must file before May 1 of each year information in accord with the regulations. This information is then submitted to the state board of equalization for official assessment. The assessed tax is payable on or before Dec. 1, and failure to file on time subjects the delinquent company to a penalty of \$50 a day up to \$500.

MDs At Chicago Meeting Air Mortality, Morbidity

Morbidity and mortality were discussed by a panel of doctors at a joint meeting in April of Illinois A&S Underwriters' Forum, Chicago Home Office Life Underwriters Assn. and Chicago Claim Assn.

The meeting was a field trip to Augustana Hospital and a symposium held by members of the medical staff was headed by Dr. George Milles. Subjects discussed were diabetes, coronary occlusion, asthma and epilepsy.

When you stop to think...

... don't forget to *start* again. At National Life, we believe our business is not so much in keeping up with others, as in keeping ahead of ourselves.



THE
NATIONAL LIFE
AND ACCIDENT
INSURANCE COMPANY
HOME OFFICE - NASHVILLE, TENNESSEE

Changes In The Field

Prudential

Robert Piper has been appointed manager of the central Illinois agency in Peoria. He has been manager of the Fountain Square agency in Elgin, Ill., since 1957. He is a member of the board of Elgin Assn. of Life Underwriters. Replacing him in the Elgin agency is John Sullivan, who has been

manager of the company's northern Indiana agency at South Bend since 1959.

New England Life

Robert B. Borden has been appointed manager of the pension trust department in Los Angeles. He was formerly pension consultant in the pension trust

and employe consultation sales and service department of John Hancock.

Allen L. Westphal has been appointed group representative at New York. He had been district manager for Zurich American at Chicago.

Occidental Of California

Gilbert P. Boyce has been appointed general agent at Saint John, N.B. He has been there with Great-West Life and as manager of Continental Life of Toronto.

R. Richard Reticker becomes brokerage manager at Chicago. He has been

assistant manager there, and before that he was with New York Life.

Manufacturers Life and Berkshire Life. Denis Kalman has been appointed general agent at Kingston, Ont., and George R. Keats is manager of a new branch at London, Ont. Mr. Kalman has been assistant manager at Ottawa and Mr. Keats has been supervisor of sales promotion and training with Northern Life of Canada.

Home Life Of New York

Anthony Misho has been appointed manager of a new agency at Orlando, where he had been general agent for Home-owners Life of Florida. Before that he was successively management assistant in the home office and at Boston and agent and assistant manager at Boston for Home Life.



Anthony Misho

Mutual Of New York

Ralph G. Engelsman Jr. has been named manager in New York to succeed Irving M. Stone, who is returning to personal production. Mr. Engelsman's father is a former general agent of Penn Mutual Life in New York and is now a sales consultant and editor of Probe fortnightly.

Northwestern Mutual



C. V. Brush

C. V. Brush has been appointed general agent at Columbus, O., succeeding the late Sterling L. Youngquist. He has been an agent at Aurora, Ill., and has qualified for the MDRT four times.

Guardian Life

Arthur Kaufman has been appointed general agent at Rochester, N. Y. He had been brokerage manager for Connecticut Mutual Life and is a past president of Rochester Life Underwriters Assn. He is treasurer of the Rochester CLU chapter.

Massachusetts Mutual Life

Norman G. Kremer, district group representative at St. Louis, has been transferred in that capacity to Buffalo. William G. Kinsey has been transferred in the same position from Birmingham, Ala., to Memphis.

Samuel Malkus has been appointed assistant general agent of the Geist agency in Chicago. He has been with Connecticut General Life in that city since 1951 and specializes in estate planning and business life insurance. He is a member of American Bar Assn.

Kenneth L. Ross, management trainee at the home office, has been appointed general agent at Nashville.

A Service Guide

CONFIDENTIAL NEGOTIATIONS FOR
SALE OF INSURANCE COMPANIES

Ralph F. Colton

30 N. LaSalle St. Chicago 2, Ill.
Financial 6-9792

MANAGERS ARE BORN AND MADE, TOO!



R. S. Brown, left, looks on as Agent C. W. Patterson makes sale to Mr. & Mrs. Earl J. Thomas, Worthington, Ohio

JOINT FIELD WORK

At Northwestern National we believe that joint field work is an important part of the everyday problems a manager faces in the field. N/W National Management Trainees, after conducting pre-field training classes for new men, go directly into the field with them to observe and assist them.

One of the basic duties of our six Divisional Superintendents of Agencies is the preparation of men for agency management. We always have from 12 to 18 men in our Management Training Program.

N/W NATIONAL
Life Insurance for Living



NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY • MINNEAPOLIS, MINNESOTA

succeed H. will devote fu action.

National

Walter Bryn, ass superintendent agencies, has promoted to national director of 12 western with headquarters at San Francisco. Prior to joining the company, he was manager of the reinsurance department of National Union.

Alfred L. Sh... supervisor of Boston. He has been appointed superintendent at Miami. He has been there.

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and before H. Martin Nunneley, who will devote full time to personal production.

National Life of Vermont

Walter B. Brynn, assistant superintendent of agencies, has been promoted to regional director for western states with headquarters at San Francisco. Prior to joining the company he was manager of the reinsurance department of National Union Fire.



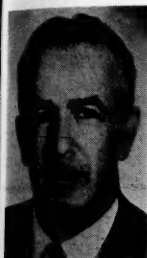
Walter B. Brynn

Berkshire Life

Alan L. Shuman has been appointed supervisor of the Speyer agency at Boston. He had been an agent of Metropolitan Life at Roxbury, Mass. Stanley R. Rosenberg has been appointed supervisor of the Weiss agency at Miami. He had been with Prudential there.

Franklin Life

Martin J. Kunberger has been appointed manager at Drexel Hill, Pa. He has been with Metropolitan Life as assistant manager there.



Benjamin R. Katz

MIDLAND MUTUAL has appointed Benjamin R. Katz general agent at Philadelphia. He rejoins the company after seven years with Shenandoah Life.

Zurich American Life

Clifford W. Prew has been appointed to head a new agency at Detroit. He has been with Bankers Mutual Life, John Hancock and American Automobile there.

Pacific Mutual

William T. Browne Jr. has been appointed assistant supervisor at Portland, Ore.

Connecticut General Life

Kenneth L. Bazzle, who has been at the Charlotte, N. C., brokerage agency, and Claude E. Marsh III, who has been at the Atlanta brokerage agency, have been appointed senior brokerage consultants at Minneapolis and Atlanta, respectively.

Richard R. Finch, assistant group manager at Detroit, has been promoted to group manager at Charlotte.

E. Gordon Hamilton, special group representative at Baltimore, has been appointed assistant group manager at Washington.

William T. Hendrickson, special group representative at Buffalo, has been named assistant district group manager there.

United States Life

The Gillard agency, with John S. Gillard as principal, has been appointed general agent at Muncie, Ind. Mr. Gillard was formerly staff manager there for Prudential and before that was with the same company at Toledo, O.

Westminster agency has been appointed general agent at Westminster, Colo. Arthur D. Peffer, agency principal, had not been affiliated with any

one life company prior to his appointment. Before establishing his own agency he was a partner in the Keegan & Peffer agency at Covington, Ky.

Woodmen A. & L.

Robert V. Zito has been appointed manager at Cleveland. He has been with Massachusetts Mutual and, most recently, superintendent of agencies of Central Life of Des Moines.

Columbus Mutual

John Savage has been appointed general agent at Toledo, succeeding

Joe Dwyer, who moves to Greeley, Colo., to direct agency development in that state. Mr. Savage has been agency assistant at Toledo.

TEXAS RESERVE LIFE has appointed W. M. McFarland manager at Lubbock.

\$1 Million Producers On St. Louis Agents' Panel

Sales tips were presented by a million-dollar producers' panel at the April meeting of St. Louis Assn. of

Life Underwriters.

Panelists were Robert L. Scharff, Northwestern Mutual, who has been selling in excess of \$1 million a year since 1946; Joseph S. Graves, General American, a life and qualifying member of MDRT; Thomas L. Martin, professional division manager of Insurance Research Co.; and Russell W. Huether, Franklin Life, MDRT qualifier since 1950. Joseph W. Mooney, New York Life, was moderator.

In addition to the speakers' talks, the audience was permitted to stump the experts with questions.

Mr. Agency Builder: STRIKE IT RICH!

YOU can "Roll a Strike" every time with Columbus Mutual's Agent's Contract, Induction Program, and Sales Packages—because your agents make money and you make money with:

- Top Commissions on Leading Par and Non-par Policy Contracts.
- Vested Renewals.
- Higher Lifetime Compensation in Service Fees.
- Non-Contributory Pension Plan.
- Free Group Life Insurance.
- New Induction Program—completely flexible for new agents, established producers, and brokers alike.
- Profitable, success-proven Sales Packages.
- Practical, easy-to-use Visual Presentations.
- Streamlined Rate Books for Maximum Production in Minimum Time.
- Unexcelled Aut-O-Check and Check-O-Matic premium payment plans.

FOR YOU

Well-balanced General Agent's Contract providing liberal overwriting and liberal expense allowance.

PLUS

Friendly, effective Home Office assistance to help you in your Recruiting, Training, and Agency Building Program.

AGENCY-BUILDING OPPORTUNITIES in:
Alabama, Arizona, California, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington, D.C., and West Virginia.

COLUMBUS MUTUAL
Life Insurance Company
Columbus 16, Ohio
Frederick E. Jones, President Fred C. Adams, Sup's. of Agents

YOUR AGENCY

YOUR FUTURE FORTUNE

Photo Glimpses From Florida NALU Rally

Photos on this page were taken at the president's reception during the midyear meeting of NALU at Fort Lauderdale, Fla. All identifications are from left to right.



NALU President William E. North, New York Life, Evanston, Ill., takes time out for a brief few minutes with NALU Executive Vice-president Lester O. Schriver.



Oren D. Pritchard, vice-president of Union Central Life, and NALU Trustee F. G. McNamara, Old Line Life, Waukesha, Wis., who is also chairman of the selections committee.



Philadelphia is well represented by Albert C. Adams, general agent emeritus of John Hancock, chairman of NALU's social security committee; Clifford H. Orr, retired general agent of National Life of Vermont and a former president of NALU; L. Kent Babcock, Aetna Life, secretary of General Agents & Managers Conference, and Hunter A. Hammell, Phoenix Mutual Life, national committeeman from Philadelphia.



In the reception line at the midyear meeting are NALU President William E. North, New York Life, Evanston, Ill.; Mrs. North; Mr. & Mrs. R. B. "Tilly" Walker, New York Life, Hollywood, Fla. Mr. Walker is a former NALU trustee.

David B. Fluegelman, Connecticut Mutual Life, New York, past president of NALU and currently a director of General Agents & Managers Conference; Gus Halloran, Baltimore Life, Williamsport, Pa., NALU trustee, and David Gaut, Mutual Benefit Life, Memphis.



The Boston delegation gets together for a group photo. They are Lario J. Balboni, Metropolitan Life, vice-president of the Boston association; Edward Duffy, John Hancock, national committeeman; Frank B. Maher, senior vice-president and a director of John Hancock, and Robert Wood, executive director of the Boston unit and of Massachusetts Life Underwriters Assn.



NALU membership chairman Philip A. Hoche, Kansas City Life, Orlando, Fla.; Mrs. Nussbaum and A. Jack Nussbaum, president of Northern States Life and former president of NALU; and NALU Trustee Robert Frye, Northwestern Mutual, Denver.

Mr. & Mrs. England Life was one of the management pro & Managers afternoon.

Hastings Smith, Newland Life, Indianapolis, is a director of General & Managers Conference. Mr. & Mrs. Jerstad Jr., Massachusetts, is a director of the Wisconsin association.

Mr. & Mrs. Frank Rich is chairman.

Two friends get together. Gutmann, M. is a director of New writers Assn. managing d City association.



Mr. & Mrs. E. Clare Weber, New England Life, Cleveland. Mr. Weber was one of the speakers on the management program of General Agents & Managers Conference Tuesday afternoon.



Early arrivals at NALU president's reception—R. K. Merriam, Kansas City Life, Cocoa, Fla., national committeeman of Brevard Life Underwriters Assn., and Arlie Berry, Great-West Life, Denver, Colo.



A quartet of NALU celebrities. Alfred Howes, Connecticut Mutual Life, New York, vice-president of New York City Life Underwriters Assn.; Lillian Hogue, New York Life, Detroit, president of American Society; Thelma R. Davenport, Northwestern Mutual, Washington, D.C., a candidate for NALU trustee, and David M. Blumberg, Massachusetts Mutual, Knoxville, NALU secretary.

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al Life,

Hastings A. Smith, New England Life, Indianapolis, who is a director of General Agents & Managers Conference, and Mr. & Mrs. Lee Jerstad Jr., Massachusetts Mutual, Racine, Wis. Mr. Jerstad is president-elect of the Wisconsin association.



Mr. & Mrs. Herbert J. Baum, Protective Life of Birmingham, Ala., and R. Frank Richard, Metropolitan Life, Birmingham, and Mrs. Richard. Mr. Baum is chairman of NALU's credentials committee.



Two friends from New York City get together at reception—Harry K. Gutmann, Mutual of New York, president of New York State Life Underwriters Assn., and Jack R. Manning, managing director of the New York City association.



NALU General Counsel Carlyle Dunaway and Stanley L. Stone, executive secretary of Florida Life Underwriters Assn.

Who Writes What? For 1961 Is Ready

The 20th edition of *Who Writes What?* has been published by the National Underwriter Co. This popular annual publication tells at a glance which companies are offering each of the many unusual life and A & S coverages, those which accept brokerage or surplus business, write impaired risks or other out of the ordinary policies. It provides quick answers to questions that are otherwise almost unanswerable without time-consuming research. It is the only annual life and A&S reference book arranged by subject rather than by company.

The 1961 edition of *Who Writes What?* contains information on such subjects as premiums graded by policy size, lower rates, lower rates for women, family policies, guaranteed insurability riders, sub-standard and older ages, major medical, etc., plus information for the first time on level term riders, one-parent family and children plans, children's insurance agreements, and other current news subjects.

Instructions Given

To locate an answer to any particular problem, the reader merely consults the topic index of *Who Writes What?*, turns to the page indicated and reads directly the list of companies offering the contract or form desired. To determine how many of some 200 companies are handling a certain subject or to locate a particular company currently writing something unusual, the reference is a great time saver. Much related information on contracts and company practices is also shown in convenient subject form.

Selling singly at \$4 a copy, with lower prices in quantity, *Who Writes What?* is available from the National Underwriter Co., 420 East 4th Street, Cincinnati 2, Ohio, or from any National Underwriter office.

cil, and Rosson L. Cardwell, the council's associate director and director of research.

Frederic M. Peirce, president of General American Life, will follow with an address titled, "The Health Insurance Horizon." Robert W. Lucas, editor of the Hartford Times will be the final speaker at the morning session.

Sen. Kerr To Speak At HIA Annual Luncheon: Meeting Program Set

Sen. Robert S. Kerr of Oklahoma, co-author of the Kerr-Mills bill which passed Congress last year, will close out the annual meeting of Health Insurance Assn. in New York, May 8-10, with an address at the luncheon on Wednesday.

Monday will be given over to board and committee meetings. Tuesday will open with welcoming remarks by Superintendent Thacher of New York, followed by the presidential address of HIA President Millard Bartels, chairman of the insurance executive committee of Travelers. A public relations symposium and an executive session is scheduled for the afternoon.

A symposium on "Metropolitan Hospital Planning—Guide to a Better Hospital System," will begin the general session Wednesday. Panel members will be Edward L. Ryerson, president of Hospital Planning Council for metropolitan Chicago; Dr. Karl S. Klicka, executive director of the coun-

Southern Round Table Holds Annual Meet

(CONTINUED FROM PAGE 5)

tions and professions, being surpassed only by the minister and doctor.

Perhaps never before, he declared, was this such a good time to be in any business. In the next nine years, everything that has been built since 1776 will be built over again. Never was there such a tremendous built-in market for a product, such as exists for life insurance. "Never was anyone needed so desperately as you," he asserted.

The public decides whether or not a business grows or withers away. Life insurance will become what the public wants it to become over a given period of time. Life insurance is now, and must become more so, a business of people. It is the last major economic safeguard to a free way of life.

Hugh K. Rickenbaker Jr., Life of Georgia, was advanced from vice-chairman to chairman, succeeding Clay R. Alexander, Lamar Life, who opened

the meeting. Dodge Geoghegan, Occidental Life, N. C., becomes vice-chairman, and Jules F. Peytral III, Pan-American Life, was elected secretary. Mr. Peytral served as arrangements chairman.

All of the officers of LAA attended and each discussed some aspect of sales promotion or advertising. They and their discussion topics were: John L. Briggs, Southland Life, president, public relations; L. Russell Blanchard, Paul Revere, vice-president, sales promotion; George H. Kelley, New York Life, secretary, direct mail; John P.

White, Lincoln National, treasurer, advertising, and John B. Blalock, Liberty Life, editor, editing.

Dr. Edmond Souchon II, medical consultant to Pan-American Life and an authority on jazz, was speaker at the president's dinner on "The Evolution of New Orleans Music." Giving a performance that held the attention of his audience to the end, he illustrated the various types of jazz and its evolution on tape.

The customary "hot ideas" session was full of surprises. Charles W. Reed, Interstate Life & Accident, moderator, kept things going at a lively clip and the panelists participated in adding spice and sizzle. The latter were Mary Reynolds, Pilot Life, home office publications; E. S. Kersten, Life & Casualty, annual statement reports; Tommy E. Morton, American General, advertising, and George J. Bosse, Pan-American Life, sales campaigns.

R. B. Lancaster, Life of Virginia, presented the nominating committee report.

Research in advertising emphasizes those principles which are in use to motivate our fellow men, Roy M. Schwarz, vice-president, Fitzgerald Advertising Agency, New Orleans, stated. Research can prove that advertising dollars have been spent wisely. It has been found, he said, that those campaigns which have brought above average results are simple, moving, easy to read, newsy, provide eye-catching information, are realistic, and, of course, truthful, he said. The more readers attracted to advertising, the more owners and purchasers are attracted.

The new company communications research committee of LAA is in the process of preparing a handbook which will probably be distributed by the end of the year, Mr. Briggs stated, in giving a report on association activities. A research project is also under way by the new advertising analysis committee. The association continues to grow and now has over 500 members representing 250 companies.

People, said Mr. Briggs, are the reason for the many LAA activities. He paid tribute to the willingness of life insurance people to share ideas in a highly competitive field, pointing out the opportunities to form friendships in association work. He called attention to the fact that the annual meeting will be held Sept. 20-22 in Dallas. A football game between Southern Methodist and University of Maryland is scheduled there for Sept. 23.

Pan-American Life was host at a reception in its home office building.

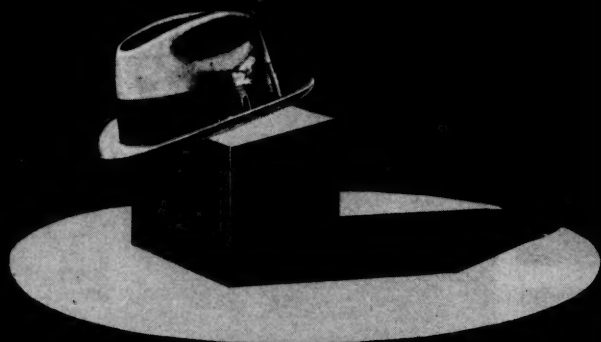
OK B.M.A. Stock Dividend

Stockholders of Business Men's Assurance approved the proposal of the directors to pay a 25% stock dividend, and the additional stock will be paid May 4 to stock of record April 17. Capital has been increased from \$8 million to \$10 million by transfer of \$2 million from surplus, and the number of shares has increased from two million to 2.5 million.

MANAGEMENT CONSULTANTS

FRANK LANG & ASSOCIATES, INC.
Consultants in Marketing and Management for the Insurance Business
NEW YORK 17, N. Y.
521 Fifth Ave., Oxford 7-4044
CHICAGO 2, ILL.
1 No. La Salle St., FR 2-2795

IF YOUR HAT IS *in the Ring*



...for **BIGGER EARNINGS**

You'll find **REPUBLIC NATIONAL LIFE**

"The GO Company"

is a great place to hang it — and you'll

never have to take it off to anyone when

it comes to the modern and complete

services you can offer.

REPUBLIC NATIONAL LIFE Insurance Company DALLAS, TEXAS

LIFE • ACCIDENT • SICKNESS • MEDICAL AND SURGICAL REIMBURSEMENT • GROUP HOSPITALIZATION • PENSION • BROKERAGE • COMPLETE REINSURANCE FACILITIES

New Life Sales For Illinois More Than \$6 Billion In 1960

Domestic, foreign and alien life companies and fraternal operating in Illinois rang up a resounding \$6,048,438 of new business in 1960. This compares with \$5,705,902,450 written in 1959.

The following table gives comparisons between the two years, as well as for the in-force figures:

ILLINOIS COMPANIES

	New Business 1959	New Business 1960	In Force 1959	In Force 1960
Ord.	644,053,337	681,901,889	1,109,293,903	1,495,841,961
Gp.	397,012,013	715,602,268	1,416,507,799	1,911,258,520
Indus.	68,228,553	86,337,804	270,787,610	288,888,071
Total	1,109,293,903	1,495,841,961	2,856,589,312	3,695,008,552

OUT OF STATE COMPANIES

	New Business 1959	New Business 1960	In Force 1959	In Force 1960
Ord.	2,832,784,782	2,797,833,905	19,267,665,706	21,200,808,149
Gp.	1,335,384,534	1,342,955,133	11,347,170,885	12,543,645,024
Indus.	203,072,744	190,909,505	2,114,386,750	2,075,816,438
Total	4,371,242,060	4,331,698,543	32,729,223,341	35,820,269,611

CANADIAN COMPANIES

	New Business 1959	New Business 1960	In Force 1959	In Force 1960
Ord.	41,077,090	45,981,728	348,443,402	360,259,661
Gp.	38,586,837	29,608,182	162,024,904	184,799,047
Total	79,663,927	75,589,910	510,468,306	545,058,708

ASSESSMENT COMPANIES

	New Business 1959	New Business 1960	In Force 1959	In Force 1960
Ord.	6,375,511	5,107,317	102,322,287	30,360,751
Gp.	2,572,400	1,737,478	14,688,150	14,646,414
Indus.	35,923,323	31,328,583	43,043,427	42,468,352
Total	45,071,234	39,173,378	160,053,864	87,475,517

ILLINOIS FRATERNALS

	New Business 1959	New Business 1960	In Force 1959	In Force 1960
Ord.	21,959,363	25,254,151	442,139,904	449,035,743

OUT OF STATE FRATERNALS

	New Business 1959	New Business 1960	In Force 1959	In Force 1960
Ord.	78,671,863	80,443,945	539,692,768	583,251,242

Individual company figures follow: All figures are for ordinary unless designated (G) for group or (I) for industrial. New business figures include business revived and increased.

ILLINOIS COMPANIES

	New Business	In Force
All American L.&C. (G)	14,902,303	55,843,955
Allstate Life (G)	17,351,029	21,241,500
American Life (G)	15,784,556	45,972,606
Amalg. Labor Life (G)	28,048,941	285,461,653
Amalg. L.&H. (G)	1,737,500	17,434,500
American Illinois (G)	7,000	103,142
Associated Life (G)	250,500	9,842,000
Bankers L.&C. (G)	2,039,514	2,039,514
Bankers Mutual (G)	2,087,252	2,894,382
Ben. Assn. R.R. Emp. (G)	609,000	2,942,000
Central National (G)	24,166,601	189,463,501
Central Standard (G)	26,679,589	102,705,500
Champion Life (G)	6,641,946	38,053,725
Chicago Met. Mut. (G)	1,766,284	9,213,011
Commerce (G)	4,767,050	63,438,181
Consolidated Amer. Constitution Life (G)	6,870,305	9,633,340
Continental Assur. (G)	144,000	616,000
Cornbelt Life (G)	396,713	613,205
Country Life (G)	4,064,679	76,487,210
Farmers Equitable (G)	729,695	1,039,628
Federal Life (G)	6,689,666	15,502,605
Fidelity Life (G)	22,666,556	87,861,788
Golden Rule (G)	19,109,888	17,885,444
Great Lakes (G)	4,986,744	5,755,875
Great States (G)	5,962,570	4,875,090
Horace Mann (G)	7,032,067	12,208,750
Ill. Mid-Cont. (G)	6,244,911	23,322,569
Industrial Cas. (G)	1,105,623	66,256,000
Inland Life (G)	314,082,433	610,113,156
Investors Security Land of Lincoln (G)	168,408,976	16,863,812
Municipal (G)	5,966,105	7,071,914
Mutual LCL 134 (G)	91,226,924	919,548,145
No. Am. L., A&H (G)	2,436,500	14,861,000
Prudential (G)	2,471,840	4,927,939
Rockford Life (G)	1,364,699	902,821
State Farm Life (G)	35,608,261	193,128,700
Supreme Life (G)	1,751,700	8,089,300
Trans-Continental (G)	6,608,872	36,390,145
United, Chicago (G)	19,624,682	23,868,344
Victory Mutual (G)	5,918,869	5,747,372
Washington Nat. (G)	77,897,733	352,467,444
Zurich Amer. (G)	862,256	843,148
	3,917,232	44,831,312
	23,147,787	143,153,085
	1,436,947	1,436,947
	2,745,156	5,187,460
	99,000	1,754,500
	5,243,670	21,146,639
	789,191	1,025,557
	38,428	198,023
	503,000	1,047,000
	72,500	256,250
	2,811,572	15,033,034
	5,299,000	6,663,000
	37,359,230	88,707,963
	3,610,944	4,695,445
	5,139,500	3,975,600
	1,064,802	1,064,802
	2,643,100	2,643,100
	34,979,848	44,247,039
	2,753,930	2,608,489
	974,284	4,166,934
	83,000	1,408,500
	20,000	22,000
	1,574,000	38,082,000
	9,905,014	87,947,831
	35,066,895	49,629,959
	6,191,000	17,427,115

Ordinary In Force Leaders In Illinois

1. Metropolitan	3,763,911,048
2. Prudential	3,607,540,087
3. New York Life	1,432,672,754
4. Equitable Society	1,276,239,527
5. Nw Mutual	1,017,676,936
6. Country Life	919,548,145
7. John Hancock	910,189,903
8. Mass. Mutual	570,232,816
9. Lincoln National	491,465,221
10. New England Mut.	468,638,455

Ordinary New Business Leaders In Illinois

1. Prudential	528,045,260
2. Metropolitan	408,676,099
3. New York Life	158,107,545
4. John Hancock	143,770,836
5. Equitable Society	136,651,023
6. Country Life	91,236,924
7. Nw Mutual	90,790,930
8. Mass. Mutual	81,468,146
9. Franklin Life	77,897,733
10. Mid-States Life	75,051,355

	New Business	In Force
No. Am., Chicago (G)	7,533,094	56,526,376
Old Equity Life (G)	75,000	160,000
Old Republic (G)	1,002,472	1,191,222
Pilgrim Nat. (G)	14,608,596	14,815,988
Presidential (G)	234,947,117	134,483,570
Professional L.&C. (I)	1,861,756	6,811,057
Protective Life (G)	1,312,164	1,495,058
Prudence Life (G)	3,166,795	3,166,795
Reliance Mut. (G)	2,109,000	2,109,000
Rockford Life (I)	23,975,015	19,174,770
Self Help Mut. (G)	46,250	1,616,070
State Farm Life (G)	3,326,387	10,166,858
State Life (G)	6,826,815	12,310,523
Supreme Life (G)	44,214	44,214
Trans-Continental (G)	7,025,669	36,186,817
United, Chicago (G)	21,962,600	79,879,136
Victory Mutual (G)	445,020	422,875
Washington Nat. (G)	20,168,412	20,168,412
Zurich Amer. (G)	2,929,474	157,406,499
	27,323,081	22,658,295
	27,568,587	44,666,012
	6,171,977	8,944,518
	1,113,486	2,709,978
	6,736,632	19,163,600
	4,333,473	4,428,473
	14,800	14,700
	7,567,344	24,663,462
	25,515,899	17,065,500
	599,889	48,237,089
	187,000	3,068,188
	496	496
	10,499,652	69,589,333
	119,439,084	206,745,926
	12,722,620	43,309,819
	10,000	10,000

OUT OF STATE COMPANIES

Acacia Mutual (G)	10,712,469	90,452,525
Aetna Life (G)	173,217	362,592
American Nat. (G)	30,305,481	228,847,431
Am. Bankers, Fla. (G)	112,009,200	1,357,161,000
Am. Family (G)	936,278	2,163,322
Am. Central (G)	1,170,824	1,870,168
Am. Hosp. & Life (G)	315,987	1,468,247
Am. Income (G)	226,971	1,542,985
Am. Life, N. Y. (G)	518,140	4,066,432
American Mut. (G)	189,358	1,249,572
American Nat. (G)	156,448	342,327
Am. Republic (G)	2,560,000	12,535,500
American States (G)	3,827,911	23,344,687
Associates Life (G)	179,000	887,000
Assn. Ins. Co. (G)	21,540,906	76,984,704
Atlanta Life (G)	23,217,349	47,928,936
Bankers Life (G)	8,912,485	47,801,843
Bankers Life, Neb. (G)	2,149,042	7,604,206
	2,699,385	4,624,199
	481,500	483,000
	2,169,450	2,066,797
	13,906,440	57,469,726
	3,843,516	13,268,290
	85,214	1,069,842
	8,214	258,244
	9,000	9,000
	601,600	4,227,000
	231,903	3,198,271
	2,074,323	1,407,833
	13,284,088	146,412,563
	22,900,598	159,989,682
	7,001,571	40,323,410
	396,500	363,500

COUNTRY LIFE... An Outstanding Insurer in the State of Illinois



ALL TYPE LIFE CONTRACTS



HEALTH INSURANCE

now with...

- INCREASED DIVIDENDS, an average of 25%
- INTEREST INCREASED from 3% to 3 1/2%
- PREMIUM GRADATION on permanent plans.

Country Life will soon have a billion-in-force.



COUNTRY Life INSURANCE CO.

One of the Country Companies

43 East Ohio Street Chicago 11, Illinois



Policyholders and Agents of Country Life can be proud of this record.

New Business		In Force		New Business		In Force		New Business		In Force		New Business		In Force	
\$		\$		\$		\$		\$		\$		\$		\$	
Hartford Life	4,301,232	21,653,259	(G)	Manhattan Life	4,671,891	34,627,931	(G)	Nat. Reserve	1,206,658	3,573,281	(G)	Canada Life	1,349,950	16,357,000	(G)
Home Life	5,105,005	20,509,717	(G)	Mass. Indem. & L.	2,566,422	7,513,626	(G)	Nat. Security	129,000	599,500	(G)	Crown Life	2,010,286	7,522,000	(G)
Home Owners	554,278	13,827,936	(G)	Mass. Mutual	81,468,146	570,222,816	(G)	Nat. Travelers	2,215,219	9,244,044	(G)	Great-West Life	16,008,282	180,000,000	(G)
Homesteaders Life	6,473,934	6,210,538	(I)	Metropolitan	23,036,795	128,751,968	(G)	Nationwide Life	87,000	3,277,032	(G)	Manufacturers	21,185,037	106,844,000	(G)
Independence L. & A.	163,820	1,108,141	(I)	Midland Mut.	408,676,099	3,763,911,048	(G)	New England Mut.	3,972,063	10,843,509	(G)	Nat. of Canada	4,474,742	50,550,000	(G)
Indianapolis Life	33,000	157,000	(I)	Michigan Life	167,086,581	2,699,970,098	(G)	New York Life	64,637,684	468,638,455	(G)	No. Am., Toronto	151,783	704,700	(G)
Ins. City Life	6,909,028	59,433,743	(G)	Midland Nat.	216,800	642,937	(G)	No. Am. L. & C.	4,020,841	36,553,114	(G)	Sun Life, Can.	5,439,118	7,230,000	(G)
Inter-Ocean	112,502	292,558	(I)	Midwestern United	853,931	4,178,949	(G)	North Central	158,107,545	1,432,672,756	(G)		6,693,012	100,160,000	(G)
Invest. Synd. L. & A.	4,380	435,245	(I)	Ministers L. & C. Un.	2,538,668	15,393,997	(G)	Northern Life	13,279,964	248,471,454	(G)		1,941,827	67,000,000	(G)
Jefferson Nat.	388,026	388,026	(G)	Minnesota Mut.	22,500,233	56,862,700	(G)	Northwestern Mt.	1,000	145,690	(G)				(G)
John Hancock	6,008,366	50,577,894	(G)	Monarch Life	73,051,325	49,779,725	(G)	Occidental of Cal.	1,859,668	2,326,731	(G)				(G)
Jefferson Stand.	588,500	793,500	(G)	Monumental	2,917,863	7,054,651	(G)	Ohio National	90,780,930	1,017,676,966	(G)				(G)
Kansas City Life	1,096,231	12,962,289	(G)	Mutual Benefit	6,000,514	41,145,927	(G)	Ohio State Life	40,951,007	195,524,407	(G)				(G)
Lafayette Life	143,770,836	910,189,903	(G)	Mutual of N.Y.	25,604,268	202,868,371	(G)	Old Line Life	8,021,015	184,035,814	(G)				(G)
L. & C. of Tenn.	69,574,216	557,547,897	(G)	Mutual Service Lf.	4,054,004	20,954,084	(G)	Old Security	35,366,908	204,362,609	(G)				(G)
Lincoln Mutual	8,532,666	145,720,829	(G)	Nat. Farmers Un.	1,362,375	4,517,789	(G)	Pacific Fidelity	1,111,856	4,516,468	(G)				(G)
Lincoln National	2,258,744	13,861,018	(G)	Nat. Fidelity	11,507,997	66,064,009	(G)	Pacific Mutual	681,265	7,507,339	(G)				(G)
Loyal Protective	705	184,651	(I)	Nat. Guardian	27,795,266	350,047,609	(G)	Pan-American	2,297,394	16,304,603	(G)				(G)
Luthero of Amer.	2,551,132	6,429,942	(G)	Nat. Home Life	11,826,172	118,262,172	(G)	Patriot Life	3,813,236	4,151,447	(G)				(G)
Life of No. Am.	187,182	1,461,675	(I)	National L. & A.	49,711,074	446,633,153	(G)	Paul Revere	2,117,485	2,103,920	(G)				(G)
Life of Va.	174,286	630,500	(G)	National Life	3,329,926	36,100,453	(G)	Penn Mutual	6,500	156,500	(G)				(G)
Maine Fidelity	10,185,576	15,694,090	(G)		129,058	1,838,719	(G)	Pennsylvania	(211,227,241)	139,900,363	(G)				(G)
Mammoth L. & A.	2,987,786	6,489,190	(G)		14,000	259,231	(G)	Peoples-Home	8,693,349	80,276,952	(G)				(G)
	876,037	15,257,446	(G)		17,778	139,930	(G)	Philadelphia	1,999,160	26,735,463	(G)				(G)
	24,000	7,130,129	(G)		1,506,139	4,198,613	(G)	Phoenix Mut.	1,120,723	11,130,293	(G)				(G)
	2,474,277	4,609,521	(G)		180,640	9,678,496	(G)	Pierce Ins.	212,257	60,580,019	(G)				(G)
	70,576,310	491,465,221	(G)		624,330	4,945,893	(G)	Postal L. & C.	1,280,788	3,613,338	(G)				(G)
	27,966,438	261,584,822	(G)		3,650,900	12,975,127	(G)	Post Life	1,178,569	2,866,408	(G)				(G)
	555,427	2,360,443	(G)		2,175,169	2,368,804	(G)	Preferred Risk	3,355,012	24,860,016	(G)				(G)
	29,763	275,915	(G)		20,010,404	94,869,691	(G)	Provident L. & C.	1,321,064	34,019,331	(G)				(G)
	6,992,603	62,545,559	(G)		2,804,822	2,804,822	(G)	Provident Mut.	35,243,564	340,019,331	(G)				(G)
	11,000	17,000	(I)		22,973,187	140,674,631	(G)	Prudential	1,248,893	1,248,899	(G)				(G)
	1,941,869	3,280,254	(I)		26,702,343	226,335,657	(G)	Puritan Life	419,000	763,000	(G)				(G)
	5,395,994	12,373,425	(I)				(G)	Quaker City	4,452,065	17,085,933	(G)				(G)

ANOTHER PRODUCT SALES POWERED BY

PLANNED LIVING

BY STATE MUTUAL OF AMERICA

THE PREFERRED PROTECTOR

This well-established, permanent Preferred Protector policy (\$10,000 minimum) is currently the best-selling contract in our portfolio.

Why? A great deal of the answer is provided by *Planned Living*—State Mutual's better approach to sales. *Planned Living* leads the way to a quick response for any one of our products—shows where each individual product fits into our portfolio.

Planned Living is a precisely plotted sales approach—so flexible it can be used in every life insurance presentation from the simple package to estate analysis. And it doesn't disturb your present selling methods. By gearing all of State Mutual's life and health plans to four planning areas, *Planned Living* quickly points up the right products for each specific need.

Thus, goods (like the Preferred Protector) are being moved more quickly, with more confidence and with greater skill than was ever before possible. To learn more about *Planned Living* or the Preferred Protector, see your nearest State Mutual office or write us here in Worcester, Massachusetts.



**STATE MUTUAL
OF AMERICA**

State Mutual Life Assurance Company of America, Worcester, Massachusetts

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MANAGEMENT CONSULTANTS
LIFE—FIRE—CASUALTY
EMPLOYEE BENEFIT PLANS
RICHMOND PORTLAND ATLANTA NEW YORK
DALLAS MIAMI

COATES, HERFURTH & ENGLAND

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San Francisco Denver Los Angeles

E. P. HIGGINS & CO.

Consulting Actuaries
Auditors and Accountants
Pension Consultants
Bourse Building Philadelphia 6, Pa.

Haight, Davis & Haight, Inc.

Consulting Actuaries
Insurance—Pensions
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NELSON and WARREN

Consulting Actuaries
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ST. LOUIS KANSAS CITY

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	New Business	In Force
Concordia Mutual ..	1,150,022	21,581,496
Cameo Assn.	18,050	143,975
Cash.	1,477,000	22,742,747
Firemen's Mut. Aid ..	347,862	6,874,548
Grand Carnolian ..	348,250	8,821,013
Gross Deutsch.	200	50,800
Hellenic Broth.	6,300	98,400
Libertarian Life	9,000	410,947
Polish Family Soc.	548,000	936,305
Polish Ord. Svith.	109,000	4,410,016
Polish Ord. Vikings ..	86,300	2,110,373
Polish Amer. Union ..	213,300	3,145,077
Knights of Pythias ..	9,750	118,206
Lombard Broth.	1,500	131,700
Modern Woodmen ..	6,179,729	85,189,790
Mutual Ben. & Aid ..	38,000	3,238,819
Nat. Frat. Deaf	27,250	521,421
Nat. Standard Frat.	1,121,000	922,000
North Am. Union	333,450	5,678,442
Old. Hermanns-Sch.	2,750	338,700
Old. Sons of Italy	29,100	1,033,350
Polish Alma Mater	71,000	3,373,977
Polish Nat. Alliance ..	2,474,000	56,973,034
Polish Rom. Cath.	1,098,250	28,311,151
Polish Women's All.	255,300	11,875,405
Pullman Porters	776,935
Royal League	410,500
Royal Neighbors	4,604,500	98,588,890
Russian Ind. Mut.	12,500	769,166
Slovene Nat. Ben.	269,500	6,175,031
United Polish Wom.	84,000	2,092,024
Unity of Czech	32,500	2,817,128
Western Cath. Un.	420,000	7,390,834
Wom. Cath. Forest.	870,250	16,905,856

OUT OF STATE FRATERNALS

Aid Assn. Lutherans ..	30,116,760	207,187,871
American Frat. Un.	94,250	1,441,668
American Life Assn.	3,500	5,486
American Woodmen	77,777	814,482
Assn. Lith. Workers ..	13,550	638,440
Baptist Life Assn.	36,500	714,171
Ben Hur Life Assn.	294,800	9,159,097
Beth Zion	4,000	68,800
Brith Abraham	46,157
Catholic Central Un.	61,900	1,607,785
Catholic Family	87,500	1,569,517
Catholic Knights	2,058,500	3,790,587
Catholic Knights of St. George	25,848
Catholic Workman	210,876
Central-Verband	29,000	388,002
Croatian Cath. Un.	70,550	1,385,050
Croatian Frat. Un.	444,762	11,658,387
Czech Cath. Union	31,600	1,733,356
Danish Brotherhood	10,500	463,500
Degree of Honor	89,000	1,641,872
Equit. Reserve Assn.	422,700	4,804,514
Evangel. Slovak Wom.	2,500	268,250
Farband-Labor	25,500	710,213
Federation Life	500	165,255
1st Cath. Slov. Lad.	357,500	9,836,900
1st Cath. Slov. Un.	308,736	6,827,685
Free Sons Israel	216,194
Gleaner Life	474,461	7,226,475
Greater Ben. Un.	221,500	3,787,014
Greek Cath. Un.	9,000
Hungarian Ref. Fed.	181,000	1,475,618
Ind. Ord. Mechanics	41,077
Ind. Ord. Foresters	16,191,000	37,491,427
Knights Columbus	11,830,663	88,886,823
Ladies Cath. Ben.	309,500	6,140,647
Ladies Pa. Slo. Cat.	49,500	609,200
Lith. Alliance	146,000	1,623,817
Lith. Rom. Cath. All.	36,000	1,251,317
L'Un. St. Jean-Bap.	15,000	615,932
Lutheran Broth.	11,799,062	79,384,837
Macabees	46,500	6,715,799
Mt. Ben. Pa. RR	115,000	723,385
Nat. Mutual Ben.	278,500	2,763,152
Nat. Slovak Soc.	105,250	2,220,018
Order Scot. Clans	8,000	491,271
Pa. Slov. Cath. Un.	20,000	263,370
Police & Firemen's	7,500	243,300
Polish Assn.	1,000	265,085
Polish Falcons	52,500	895,211
Polish Nat. Un.	88,200	2,151,102
Polish Un. of Am.	22,500	938,475
Polish Un. of U.S.	96,600	2,345,759
Prog. Ord. of West	143,760
Protected Home Cir.	178,000	1,648,031
Royal Arcanum	185,500	4,835,738
Scand. Am. Frat.	35,703
Serb Nat. Fed.	107,669	2,111,188
Slovak Cath. Sokol	91,000	2,557,778
Slovak Evang. Un.	5,700	714,327
Slovak Gymn. Sokol	23,250	1,814,966
Sons of Norway	138,199
Standard Life Assn.	330,105
Ukr. Nat. Assn.	325,000	6,557,936
Ukr. Workingmen's	108,250	1,392,744
Un. & League Rouman.	8,750	190,500
Un. Russ. Orth. Broth.	73,992
Western Bohemian	156,504	4,390,702
Western Slavonic	6,996	347,256
Wm. Penn. Frat.	253,370	5,263,812
Woman's Benefit	121,066	8,395,636
Woodmen Circle	181,215	4,823,006
Woodmen of World	1,526,450	17,440,323
Workmen's Benefit	430,354	2,824,482
Workmen's Circle	4,350	447,467

Henne New Chairman Of Farmers & Traders, Hanson Is President

In a long list of elections and promotions, Farmer & Traders Life has named Edwin W. Henne, former president, chairman. He is succeeded by Alvin E. Hanson, former executive vice-president. Weldon L. Parlette, who has been the company's midwest field executive at Lima, O., was elected executive vice-president, and Howard L. Gath, general agent at Syracuse, becomes superintendent of agencies. Mr. Parlette was also elected a director.

Gibbs Assistant Secretary

Promoted were Forbes Gibbs, from personnel manager to assistant secretary; Richard M. Troendle, from field supervisor to superintendent group and health insurance sales; Ormand C. Yuerhs, from supervisor A&H department to director health insurance department; Alva C. Marcy, from assistant supervisor A&H department to supervisor health insurance department; Richard Ingersoll, from underwriter A&H department to assistant supervisor health insurance department; Stanley Petroff, from supervisor tabulating division to director tabulating division; Richard Hulslander, from assistant supervisor tabulating department to supervisor tabulating division; David Goldberg, from supervisor actuarial and policy service to assistant actuary; Ross Myers, from agency secretary to agency secretary and supervisor group records; Thomas Ramage, from underwriter to chief underwriter; Lloyd VanMeter, from policy service to supervisor policyholders service and Charles E. Yorke, W. Ray Howard and Jerald R. McCracken, from field supervisors to regional superintendents of agents.

Edwin A. Gauntt, chairman of the executive committee of the New Jersey Grange, was elected a director.

LIFE GENERAL AGENT OPPORTUNITY for CAREER

agents and general agents who meet the following requirements:

- ★ Self starting and a desire to run your own business.
- ★ Aggressive, ambitious and with good references.
- ★ Over 27 years of age.
- ★ Personal or agency Life production of over \$500,000 in 1960.
- ★ No previous management experience necessary but helpful.

Central Standard's New Expansion Program brings to you:

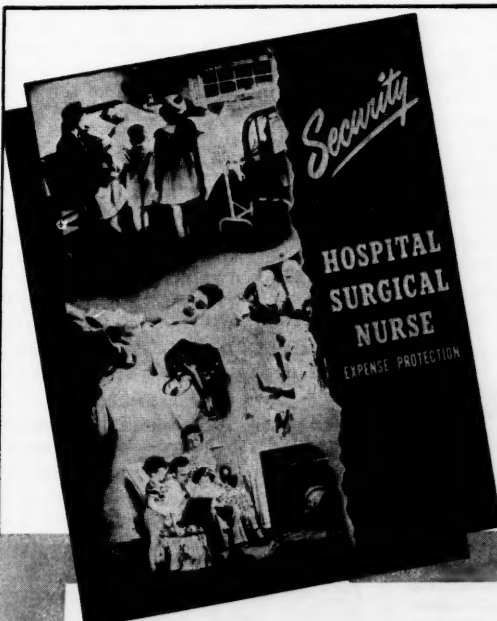
- Experience and prestige of a sound company founded in 1905.
- Agency minded company.
- Top agents and General agents commission.
- New audio-visual program.
- New, modern, well merchandised policies.
- Complete line of Health Insurance.
- Life (of policy) vested renewals.
- Ideas, flexibility, service, competitiveness and quality.

Contact: HAROLD E. STOUT

Vice President and Director of Agencies

CENTRAL STANDARD LIFE
Founded 1905 INSURANCE COMPANY
211 W. Wacker Drive Chicago 6, Illinois

CARL A. TIFFANY, President



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Unless prospects know what we mean, we only confuse them. Aware of this costly problem, National Casualty makes sales aids available that are geared to the prospect's viewpoint. Yes—National meets the demands for modern sales methods and quality Disability Income, Hospital and Surgical coverages for the Individual, Family, Franchise or True Group case.

Guaranteed Renewable Policies Available!

Establish and build your own Direct Agency—highly attractive agency appointments in select territories now available. Write today for full particulars—Address: Accident & Health Div., National Casualty Company, Detroit 26, Mich.

NATIONAL CASUALTY COMPANY

DETROIT 26, MICHIGAN

Mich. Bill Would Include EDP Equipment Under Assets

LANSING, MICH.—Expensive computer equipment installed by insurance companies would be recognized as assets under a bill introduced in the legislature here by four members of the house insurance committee. The bill would include in the definition of admitted assets, the "value of electronic data processing equipment, as defined in regulations to be promulgated by the commissioner of insurance, in an amount not to exceed the lesser of 2% of the company's admitted assets or the book value of the equipment."

Editorial Comment

Is The Super-Salesman Really A Wooer?

Must the effective life insurance salesman be "a habitual wooer, an individual who has a compulsive need to win and hold the affection of others"?

That's what a prominent personnel authority thinks about all possessors of effective sales personalities, but on the basis of our own observation covering some 30 years it seems too sweeping a statement to be generally applicable to the super-salesmen of life insurance. At the same time, with appropriate allowances, the article by Robert N. McMurray, Chicago personnel, industrial relations and marketing research consultant, in the March-April Harvard Business Review casts some interesting if at times unflattering light on the nature of salesmanship.

Mr. McMurray contends that to the degree that a salesman possesses this trait of needing to win and hold affection, "he is characterized by the conviction that he is really unloved and unwanted. His reaction is to attempt, by every means at his disposal, to 'buy' the acceptance and affection of all those with whom he comes into contact, using personal charm, flattery, gifts and similar inducements. Partly as a result, he has great empathy toward others; he is sensitive to every nuance of their reactions to everything he says and does. He has, so to speak, a built-in radar which is invaluable in sales contacts. He senses the usefulness to himself of compatibility."

Mr. McMurray goes on to say, however, that the super-salesman's "wooing" is not based on a sincere desire for love, because in the author's opinion, the salesman is convinced at heart that no one will ever love him. Therefore his wooing is primarily exploitative. He seeks to win affection of others the better to use them for his own selfish purposes and hence his relationships tend to be transient, superficial and evanescent.

To make sure we were not rushing to the defense of the life agent out of blind loyalty, we checked with Dr. Gerald F. Perry, New York psychiatrist who has worked extensively in helping

three agencies improve their agent turnover through psychological and psychiatric selection techniques. Dr. Perry feels that while the outstanding life insurance agent is characterized by a high degree of empathy, he doesn't have the excessive "wooing" impulse noted by Mr. McMurray.

Naturally, we were pleased to have our own view confirmed. Apparently life insurance selling, whatever it may have been half a century ago, has taken on many aspects of the consultant's job, like that of the engineering salesman, who is primarily a consultant to client companies and in whose work the major emphasis is placed on technical knowledge.

Dr. Perry does agree with Mr. McMurray on one key point, however: If the candidate lacks the inherent qualities that make for successful salesmanship at the time he is hired, it is idle to hope that he will acquire them later, even with the most devoted force-feeding by the management.

Dr. Perry also agrees with the author's statement that the typical sales personality is not consciously aware of his predilection for "wooing" people, but does it entirely out of habit. This explains why he so often has difficulty explaining how he accomplishes results. He finds it easy to say that he arouses interest, induces conviction, answers objections, makes the close, etc., "but almost never does he indicate how he accomplishes these effects as he passes from step to step and finally makes the sale."

On the other hand, Dr. Perry says that Mr. McMurray's statement that a highly successful salesman "may even be somewhat deficient in intelligence" is not true when it comes to the successful life agent. The type of life insurance selling that today's market demands calls for a salesman of definitely above-average intelligence, Dr. Perry has found.

Along with the wooing instinct, Mr. McMurray finds these qualities to be important: a high energy level, abounding self-confidence "which en-

ables the salesman to accept rejection without too much inner anguish," a chronic hunger for money, a well established habit of industry and a state of mind that regards each objection, resistance or obstacle as a challenge.

While Dr. Perry agrees on the importance of those five qualities in life insurance agents, he strongly disagrees with Mr. McMurray's statement that "many successful salesmen hate their prospects," to the extent that the author might be including life agents in his statement. (The reason salesmen "hate" their prospects, says Mr. McMurray, is that they have been "rejected by too many whom they regard as their intellectual and cultural inferiors").

But the emphasis that the author puts on what is inside the man at the time he is hired bears out the importance of learning, through available techniques, just what is inside the man and what isn't, says Dr. Perry, on the basis of his years of experience in helping agencies select agents who have proved to have much better than average turnover rates.—R.B.M.

tribute was paid him by both sales leaders and executives. Mr. Brown (left) is shown being presented



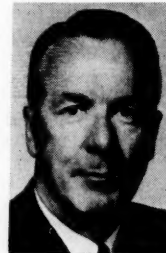
leather-bound book of congratulatory letters and tributes from his country-wide circle of friends in and outside of the insurance business by T. S. Burnett, president Pacific Mutual Life

A life member of the Million Dollar Round Table, he was chairman of that group in 1932. In 1924 he capped a drive that brought him to industry-wide notice when, during a production campaign, he wrote 268 applications and paid for \$747,000 of life business. He is a past president of Los Angeles Life Underwriters Assn. His son, Robert Jr., is also a past president of the association. They are the only father-son combination to have held this office. They work as a team in the same agency.

Gerhard D. Bleicken, senior vice-president and secretary of John Hancock, has been appointed a member of the National Defense Executive Board and as such will serve as director of stabilization for Massachusetts in the event of a war emergency.

Personals

Charles E. Phillips, president Equitable Life of D. C., was elected president of Life Insurers Conference at its annual meeting in Bal Harbour, Fla. He has served as a member of the executive committee, secretary, second vice-president, and last year as first vice-president and chairman of the program committee. He is a graduate of George Washington University and practiced law before joining Equitable Life in 1922. He became president in 1948.



C. E. Phillips

Robert A. Brown Sr. of Pacific Mutual Life's Krauel agency at Los Angeles was given a surprise honor at a dinner during the company's annual Top Star conference for outstanding agents, held this year at Washington, D. C. Known as the dean of the sales force, the occasion marked his 50th anniversary with the company, and

Deaths

THOMAS E. WOOD, 63, head of the Cincinnati agency of that name, died of a heart attack in Philadelphia while boarding a plane for Miami. The Wood agency is the largest fire and casualty agency in Ohio, and has become a factor in the life business with a life department which represents 12 companies.

LEROY J. BURLINGAME, 64, a trustee and member of the finance committee of Northwestern Mutual Life, died in Milwaukee. He had been on the board of trustees of Northwestern Mutual since 1952, on the finance committee since 1958 and last year was made a member of the executive committee. He served as secretary of the policyholders examining committee in 1950 and chairman of that committee in 1951.

SEYMOUR A. RHODES, 77, former chief examiner of the Indiana department, died of a cerebral hemorrhage. He had been with the department 15 years.

LAWRENCE L. ROGERS, 48, an A&S underwriter of United of Chicago for five years, died. He was formerly with Prudence Life and Prudence Casualty and previous to that with All American Casualty.

JOHN H. MAGEE, 66, well known textbook author, teacher and insurance agent, died at Bangor, Me. Although he had been constantly in poor health as a result of injuries received in naval service during the first world war, he lived an active life and engaged in a variety of activities. He was district director of Federal Housing Administration for northern New England from 1936 to 1950 and FHA director for Maine from 1950 to his death. He started his insurance career

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The National Weekly Newspaper
of Life and A&S Insurance



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with the Pearl & Dennett agency of Bangor after his discharge from the navy and was president of the J. F. Singleton agency of the same city until he joined the University of Maine economics department in 1934.

Mr. Magee's first text, "General Insurance," was published in 1936 and was followed later by "Life Insurance" and "Property Insurance," all of which books have gone through several editions and have been widely used in insurance classes.

Dr. Rusk To Be Speaker At N. Y. C. 75th Year Luncheon

Dr. Howard A. Rusk, chairman of the department of physical medicine and rehabilitation of New York University-Bellevue Medical Center, will be the speaker at the 75th anniversary luncheon of New York City Life Underwriters Assn. at the Hotel Commodore, May 12. Dr. Rusk, who is also associate editor of the New York Times, will discuss "Health—Yesterday, Today and Tomorrow."

The New York City association's luncheon has been scheduled to coincide with the annual delegates meeting of the New York State association, which will take place on the same day and at the same place.

At the luncheon, a souvenir copy of the New York City unit's recently completed history will be presented.

Gatling To Address D. C. Agents

William H. Gatling, supervisor of Jefferson Standard Life at Norfolk, will be the speaker at the annual luncheon of District of Columbia Life Underwriters Assn., May 3. The title of Mr. Gatling's speech will be "Help Me Up."

Directors of Protective Life of Birmingham have declared a quarterly dividend of 15 cents a share, an increase of 50% over the previous cash dividend. It will be paid on May 1.

Fraud Charged In Case Involving Non-Existent Life Policies On GIs

The Federal Bureau of Investigation has uncovered a conspiracy involving 27 persons across the country, including a number of life agents, who are accused of defrauding several life companies of more than \$600,000 in commissions on \$15 million worth of non-existent policies on real and fictitious military personnel at two Army camps.

Heading the FBI list of those charged with the conspiracy is Charles E. Berling of Indianapolis, branch chief in the accounts division of the Army finance center there.

According to Allan Gillies, chief FBI agent in Indianapolis, the conspiracy

was worked around Fort Dix, N. J., and Fort Jackson, S. C., where agents sent to the Army finance center insurance allotment blanks for the non-existent policies. Mr. Berling or other persons in his office, in turn, sent fraudulent premiums from government funds to the insurance companies, Mr. Gillies said.

The life companies, having no idea that a fraud was being perpetrated, upon receipt of these first premiums, routinely forwarded first-year commissions to the agents amounting, in this case, to eight times the initial pre-

mium payment, or a total of more than \$600,000.

No soldier was defrauded of any money and the Army so far has recovered more than \$70,000 in government funds. The insurance companies allegedly defrauded are American Fidelity Life, Warrington, Fla.; Druid Life, Tuscaloosa, Ala.; Kennesaw Life & Accident; National Security, Elba, Ala.; Old American Life & Casualty, Birmingham, Ala.; Rocky Mountain Life, Albuquerque; Transnational Life, El Paso, and Universal American Life, Atlanta.

Stocks

By H. W. Cornelius of Bacon, Whipple & Co.
135 S. LaSalle St., Chicago, April 25, 1961

	Bid	Asked
Aetna Life	108 1/2	110
American General	42 1/2	43 1/2
Beneficial Standard	28 1/2	30
Business Men's Assurance	57	59
Cal.-Western States	59	62
Commonwealth Life	35 1/2	37
Connecticut General	205	209
Continental Assurance	247	252
Franklin Life	116	118 1/2
Great Southern Life	79	82
Gulf Life	26	27 1/2
Jefferson Standard	54	55 1/2
Liberty National Life	51 1/2	53
Life & Casualty	19 1/2	20 1/2
Life of Virginia	83	86
Lincoln National Life	108	111
National L. & A.	141	144
North American, Ill.	17	18
Ohio State Life	38	42
Old Line Life	62	65
Old Republic Life	21 1/2	22 1/2
Republic National Life	47 1/2	49 1/2
Southland Life	97	101
Southwestern Life	80	82 1/2
Travelers	118	120
United, Ill.	45	47
U. S. Life	67	70
Washington National	57 3/4	59
Wisconsin National Life	30	32

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SIX KEY**

GENERAL AGENTS WANTED...

INCREASED INCOME

IMMEDIATE VESTED RENEWALS

The American Bankers has always endeavored to set the pace—not merely keep up with it.

IN NINE YEARS OF ACTIVE OPERATIONS

1960.....\$415,964,468

1956..... 127,927,609

1952..... 4,408,032

We are continuing to develop a quality Ordinary agency force in depth, producing the highest type of business at a reasonable cost. Our key representatives must be financially solid, reasonably trained, with a responsible standing in the community in which they reside, and have the ability to select and direct men.

There Is a Reason for Our Progress

**COMPLETE LINE OF
VERY COMPETITIVE POLICIES
INCLUDING**

WIFE 20 YEAR TERM RIDER—issued up to \$250,000—50% of husband's insurance. If husband dies or is disabled wife's premium is waived. All these benefits, wife age 30—\$7.00 per \$1,000 annually.

INCREASING PROTECTION PLAN—Terrific package for top income groups.

PLUS

STOCK OPTION PLAN—Liberal Option Agreements for both recruiting and personal production.

**COMPLETE TRAINING AND AGENCY
BUILDING "KNOW-HOW" PROGRAM**

**WRITE OR WIRE CONCERNING YOUR OPPORTUNITY
IN THIS DYNAMIC COMPANY**

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Tools for Progress

Indianapolis Life is growing steadily because it provides its General Agents with the all-important and necessary tools for profitable agency building and operation.

A full line of modern policies with very low net cost...

Indianapolis Life offers graded life premiums and Commercial, Guaranteed Renewable, Non-Cancellable Accident and Sickness policies. Low, liberal Check-O-Matic.

A well rounded, field-tested agency building program...

Indianapolis Life provides its General Agents effective agency-building tools including career compensation, production incentives, training allowances and an outstanding training program.

Indianapolis Life's General Agents receive liberal commissions and lifetime service fees. For their personal and family protection—group life, hospitalization, and major medical insurance. Non-contributory pension plan provides liberal retirement benefits.

Indianapolis Life now pays 4% on all funds left with the Company at interest

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INSURANCE COMPANY

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THE NATIONAL UNDERWRITER—LIFE EDITION

ACTUARY

The position of Actuary of this Association is vacant. The chief responsibility of the Association's Actuary is to provide technical assistance in handling numerous matters dealt with by the Association on behalf of its member companies. Applicant should be a member of the Society of Actuaries and between the ages 26 and 32 with several years' experience in a life insurance company. Applications will be treated in confidence.

THE CANADIAN LIFE INSURANCE OFFICERS ASSOCIATION
302 Bay Street, Toronto

Exceptional GROUP SALES OPPORTUNITY in Southeast

Are you a productive group insurance salesman with a consistent record of results?

Do you have two or three years or more group sales experience?

Are you accustomed to working closely with brokers?

If your answer to each of these questions is, "yes", and you are in excellent health and not over 30 years old, this may be a once-in-a-lifetime opportunity for you.

We are a leading multiple line stock company with over three billion dollars life insurance in force. Group insurance is a principal business with us, not a sideline.

If you now live in the South, or believe that you would like to, please write us in complete confidence outlining your education, total business experience, and family status. Please include a small photograph of yourself which will be returned to you. If you prefer to have replies sent to your home address, please so indicate. This position calls for a well rounded man and the salary will be in keeping with your background and experience.

Write Box Y-1,
The National Underwriter
175 W. Jackson Blvd.
Chicago 4, Illinois

WANTED—A&H SALES MANAGER

Experienced manager to establish sales department writing loss of time, hospitalization, major medical coverages for aggressive Mid-western life company. Opportunity unlimited. Send qualifications, compensation arrangement. Reply held in strict confidence. Write X-82, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

INSURANCE COMPANY

with

Illinois Health & Accident Charter worth \$300,000. Over 600 current policyholders. Unusual circumstances compel sale within two weeks. Write to Y-2, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

LIFE TRAINING & PROMOTIONAL SPECIALIST

Do you have life insurance experience, creative writing ability, and interest in training course and promotional material development.

If so, are you interested in a position in this field with a newly organized but substantially backed Eastern Company?

Write sending resume to Box Y-4, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

ASSISTANT ACTUARY

Well established multiple line company with 3 year old Life affiliate with approximately \$48 million in force seeking qualified Actuary. Desire man 26-36 who is writing exams. Excellent starting salary and opportunity.

Write: Personnel Dept.
American States Insurance Co.
Indianapolis 6, Indiana

AGENCY SUPERVISOR

Old Established Mid-west Life Company. Applicant must have proven ability to hire and train men. Fine opportunity for advancement if you are capable. Good starting salary. Give full details in first letter which will be held in strict confidence. Write X-95, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

Executive type salesman experienced as Agent, Asst. Sales Mgr. and General Agent desires connection with company who issues a profit-sharing type policy or variable annuity contract. New territory no problem if proposition is attractive. Write X-97, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

ACTUARIES

Interested in joining a moderate-size life company in a small Northeastern city. We want an Associate or recent Fellow, preferably one with health insurance experience. Salary commensurate with experience. Resume to NY-62, National Underwriter Co., 17 John St., New York 38, N.Y.

CAN SELL IN EXCESS OF FIVE MILLION REDUCING TERM PER MONTH IF RATE IS COMPETITIVE. WISH TOP AGENCY CONTRACT WITH NON-PAR COMPANY. ALSO INTERESTED IN SPECIAL WHOLE LIFE AND STOCK OPTION BASED ON PRODUCTION. WRITE BOX 222, LONG BEACH, CALIFORNIA.

Elliott Speaks Out On A&S Insurance

(CONTINUED FROM PAGE 4)

came from gifts, philanthropy and fund-raising affairs. But these sources have run dry. Also, in the old days a dollar was not spent until in-hand and then only under tight economy procedures. However, today the career administrator has installed himself between the hospital trustees and medical staffs. What the boards receive of the opinions and views of the medical staff is therefore filtered through the administrator. The dollar is spent with little hesitation, another is borrowed and the bill sent to Blue Cross. That is how rate increases are born.

And although insurance companies are not required to pay the bill directly, as Blue Cross does, they still must provide their insured a per diem benefit that is competitive with the Blue Cross plans. In this way, the insurance companies find it necessary to request higher rates from time to time. The effect on them is less direct than it is on the Blue Cross plans, and a somewhat longer period of time is required before that effect is felt, but the net result is much the same on both Blue Cross and the companies.

Expensive Luxury

The New York Times of March 19 quotes the president of Vassar College, in agreement with the dean of Columbia College graduate facilities, as saying, "Next to hospitals, American colleges and universities are the worst administered private establishments in the world." It is worth asking, could this account for the fact that as a place in which to be sick the hospital has become an expensive luxury?

An important part of rising hospital costs has to do with the nature of the work being done by hospitals today. In earlier days hospitals provided a place with special facilities where doctors could care for patients. Today, hospitals have become primarily educational institutions for nurses, interns, residents, researchers and a variety of technicians. Patients have become teaching material and the medical staffs suppliers of that material.

Free bed care and free out-patient clinic care for the poor of a community are properly a part of the educational material and these costs for care of the charity-receiving public should be added on to the bill for education and both items paid for out of public tax funds—not as an added charge to the paying sick. Such an equitable allocation would halt if not lower rates for insurance coverage of hospital bills.

Hospital Demands

Passing on to subscribers and insurance company policyholders the growing demands of the hospitals for more money is neither true insurance nor a public service, and if this is the best we can do, the day of government intervention is not far off.

In yet another area of health insurance, this one having to do with coverage of lower income families, our experience in the New York metropolitan area was more or less typical of

countrywide developments when Blue Shield took its first steps. Initially the doctor's Blue Shield was designed to provide some 70% of the subscribers with care with the bill paid in full on service-type scheduled coverages. Subscribers in the higher income brackets were provided equivalent cash benefits.

The first annual income qualifications for "service benefits" were, individual, \$1,500, and families, \$2,500, which was later revised to \$2,500 and \$4,000, respectively. Inflation soon made these levels obsolete. By the time the revision of Blue Shield income qualifications was made, Blue Cross, in order to maintain solvency and pay hospital demands, began its own recurring bids for rate increases.

Last Increase In 1952

The last increase granted Blue Shield was in 1952. Inflation was still on the wing and the 1952 rate ceased to have any relationship to costs. Long ago the time for revision of the levels for service benefits—with adjustments in the schedule of allowances and necessary adjustments of rates to support a new schedule—was passed. Blue Cross, which is Blue Shield's business associate, firmly opposed an application by Blue Shield for a rate increase. Said Blue Cross, "We can't increase both to our people at the same time. They will not stand for it."

Blue Shield is still waiting for its turn, and under its business agent, has just drifted until today only a very few subscribers qualify for service benefits. In consequence, Blue Shield has become mainly an indemnity plan.

As I see it, indemnity is a plan which looks good, but does not work properly in doctor-care insurance. It promotes petty larceny—not enough in one spot to kick up a scandal, but in the aggregate it is disintegrating. It has done more to demoralize integrity in insurance, its subscribers and insured, and their doctors than any other influence. Otherwise honest people are lured into cheating and collusion.

Abuse Can Be Cured

When an indemnity is provided for a medical service, the doctor can add a supplementary fee, and the total can amount to more than a normal charge to an uninsured patient. There is no way of knowing how often this happens. Some say it is very common. But this abuse can be cured. How, is another story.

Can we learn from observation and experience? I think we can. We know that there has been coordination in a program of insurance for state and other employees and their dependents in New York. Getting together to provide cover for federal employees and their families is a recent action of the industry and the Blue plans. As long ago as 1935, insurers worked together to straighten out problems in the workmen's compensation field. They can do it again. In these other situations, no one was cited for "combination in restraint of trade," as so many might fear, primarily because these combinations were not designed to exploit the insurance buying public, but to help it.

These situations have pointed the way to new economies of administration and greater agreements toward standardized contracts. With almost universal enrollment in some sort of voluntary insurance, can we get together and act before present immature policies and administrative regulations drive our people into the arms of a political monopoly?

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THE CAPACITY FOR SELF-DISCIPLINE

THE LONGER I LIVE, the more weight I attach to a man's ability to manage and discipline himself. The longer I live, the more firmly convinced I become that the essential factor which lifts a man above his fellows in terms of achievement and success is his superior capacity for self-discipline.

Talent plays its part, of course, but talent or aptitude is not the difference. Every day in every field of endeavor we see talented men whose special abilities are wasting away, contributing little to the success of the individual or the good of mankind, and every day we observe others who are less gifted but who accomplish more.

Education is a priceless aid to success, of course, but education is not the difference. The educated derelict is a common sight, and so is the man who has achieved resounding success without the opportunity for, or the advantages of, a formal education. We must conclude that while formal schooling is an important advantage, it is not a guarantor of success nor is its absence a fatal handicap.

Luck is not the difference between one man's achievements and another's, even though there are those who profess to believe it. It just isn't so. All that need be said on this point has been said in those classic words—"It's a funny thing about luck: the harder I work, the luckier I get."

Is the difference, then, a matter of differing levels of intelligence? I believe not, even though manifestly the man or woman endowed with an unusual intellect, a naturally agile mind, a higher-than-average intelligence quotient, is fortunate on that account and thus possesses a running start toward success.

But we have all seen, within our own field of observation, that the relationship between intelligence and accomplishment is something less than constant; and we notice, too, that we encounter frequently both the brilliant ne'er-do-well and his opposite number, the man of average intellect but superior achievements.

We are told that the Army, in giving intelligence tests to millions of men, has discovered nearly as many instances of high intelligence in overall jobs as in the professions, and nearly as much brain power on the assembly line as in the executive suite.

The conclusion is inescapable that high intelligence provides no assurance of success or achievement, and that average mentality can and often does achieve far more than average results.

* * *

FOR MY PART, I have concluded that the quality which sets one man apart from another, the factor which lifts one man to every achievement to which he reasonably aspires while the other is caught in a slough of mediocrity for all the years of his life, is not talent, nor formal education, nor luck, nor intellectual brilliance—but is, rather, the successful man's greater capacity for self-discipline.

Talent will not stand alone, but talent coupled with the industry and study and personal efficiency which are the natural consequences of self-discipline will produce high levels of achievement. Education without self-discipline is of limited and academic value, but combined with the diligence and sobriety and strong will which are the natural consequences of self-discipline, it becomes productive and practical. Luck doesn't count either way in the long run, because it ultimately "averages out": We all know that all the hands dealt in a game of cards over a period of time will be of exactly equal value.

High intelligence is wonderful for those who are blessed with it, but the rest of us have to get by on what we were given when the brains were passed around. We find encouragement, however, in the realization that even superior brain

power without will power is of small consequence, while average intellect combined with superior determination can and often does achieve results of momentous proportions.

Yes, I am totally convinced that the essential, fundamental, underlying difference between one man and the next, one of whom becomes a man of achievement and distinction while the other remains a pebble on the beach, is the former's greater capacity to manage himself.

The man with true capacity for self-discipline can tell himself to get up in the morning—and not need someone else to sweep him out of bed.

He can tell himself to start a course of study and to carry it through—and need no policeman to see that he does so.

He can tell himself to smoke and drink and eat with moderation—and make it stick.

He can tell himself to do an honest day's work—and then do it whether someone watches him or not.

He can tell himself to do the truly important things first, so that if there isn't time enough to go around and something must be neglected it will be the less essential tasks—and can carry out his own instructions.

He can tell himself to save the first few pennies out of each dollar of income (not the pennies "left over")—and can resist the temptations which would destroy his financial plans and his economic hopes.

He can make himself do what he says he will do: He can make himself finish the job once he starts, carry out his plans, start in time and be there on time.

He can discipline himself so well that no one else needs to do so; and because he can, he proves himself to be a man and not a boy . . .

. . . and because he is capable of self-discipline, he surely is, or in course of time he will surely be, a man of satisfying accomplishments and achievements of distinction.

* * *

NOW HERE IS the most interesting thing about the capacity for self-discipline: *He who wants it may have it.* The capacity for self-discipline is (I believe) the essential ingredient . . . yet you can have it if you want it—if you want it enough!

If you were born without an ear for music, you can't give yourself that talent by wanting it. If you have no natural athletic ability, you probably can't be better than a passably good golfer no matter how much you want to be a star. Whatever your IQ was at age four, so they tell us, it will tend to remain constant all your life no matter what you do about it.

But the capacity for self-discipline, more important than any of these, is something we can generate within ourselves! And what a happy and wonderful truth this is—that the one ingredient we most need is ours for the asking, for the wanting . . . if only we want it enough. For we need no special talent, no advanced education, no "luck," no superior intellect, to discipline ourselves more effectively tomorrow than we did today: We need only the resolute determination to do so!

All you need to do is this: *Beginning this very day, stop doing some one thing you know you should not do, and start doing each day some one thing you know you should do!*

That's all! Then a little later, when you have those two items mastered, try two more . . . then later two more, and then still more. Stay with it long enough, and the world will be yours!

Best wishes,

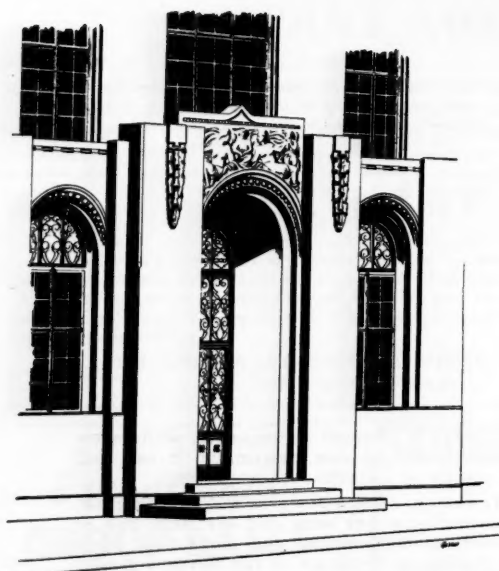
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Royal Neighbors OF AMERICA

LEGAL RESERVE FRATERNAL LIFE INSURANCE

66th ANNUAL REPORT FOR THE YEAR ENDING DECEMBER 31, 1960

Royal Neighbors of America experienced a successful period of operation as a fraternal life insurance society in the year of 1960. This 66th annual financial statement reflects the high standing, stability and strong condition of the Society as of December 31, 1960.

Significant statistics for last year follow:

INSURANCE IN FORCE increased \$4,070,541 to a total of \$451,151,789 composed of \$329,091,267 in adult insurance and \$122,060,522 in juvenile insurance.

NEW INSURANCE SOLD totaled \$20,968,000.

ASSETS advanced to a total of \$180,717,889, an increase of \$5,323,175.

THE NET RATE OF INTEREST earned was 4.05 per cent, compared to 3.91 per cent in 1959. Investments made in 1960 amounted to \$22,881,150.

UNASSIGNED FUNDS, constituting surplus held for the additional protection of members, amounted to \$24,653,860, an increase of \$1,644,266.

CERTIFICATES IN FORCE totaled 546,135, being composed of 420,483 adult and 125,652 juvenile certificates.

BENEFITS WERE PAID IN 1960, as follows:

Death Claims	\$5,201,326.92
Matured Endowments	142,454.00
Surrender Values	1,017,643.92
Dividends	2,273,725.43
Total	\$8,635,150.30

Of the above total, living members received \$3,433,823.38, the balance being paid to beneficiaries.

Condensed Balance Sheet of Royal Neighbors of America as of December 31, 1960

ASSETS		Ratio of Assets To Total	LIABILITIES	
Cash	\$ 151,615.23	0.1%	Certificate Reserves—computed at 2½% on the basis of the Commissioners' 1941 Standard Ordinary mortality table	\$144,898,992.57
United States Government Bonds	8,475,314.18	4.7%	Funds which, with interest and future premiums will pay all certificate claims as they become due.	
Municipal Bonds	59,041,105.08	32.7%	Death Claims and Matured Endowments	357,747.47
Tax secured, \$8,087,553.31, and revenue secured, \$50,953,551.77			Funds set aside for payment of claims in process of adjustment and for those incurred but not reported prior to December 31, 1960.	
Public Utility Bonds	29,895,421.19	16.5%	Funds Held In Trust For Members and Beneficiaries	89,687.26
Operating companies.			Funds for Dividends to December 31, 1961	2,975,472.00
Industrial and Finance Company Obligations	15,626,931.56	8.6%	Premiums Paid In Advance	1,079,574.71
Stocks	7,507,071.84	4.2%	Estimated Amount Due and Accrued For Commissions, General Expenses, Taxes	369,646.89
\$5,866,788.52 preferred; \$1,640,283.32 common.			Funds Deposited By Mortgagors and Employees for Payment of Taxes	343,926.36
First Mortgage Loans on Real Estate	50,200,080.33	27.8%	Reserve For Bonds and Stocks	3,165,728.73
Conventional: residential, \$20,087,882.80; commercial, \$1,008,834.95; and industrial, \$972,688.91. F.H.A., \$6,742,806.81. V.A., \$20,700,426.83. Purchase money, \$687,440.03.			Miscellaneous	2,783,251.66
Real Estate			Total Liabilities	\$156,064,024.04
Supreme Office	\$483,300.14		Unassigned Funds	24,653,859.66
Held for Investment	\$820,894.39		Funds held for the additional protection of members.	
Certificate Loans	3,309,085.41	1.8%		
Money owed the Society by members on account of loans made to them on the security of their certificates.			Total to Balance Assets	\$180,717,888.50
Certificate of Beneficial Interest	2,795,897.22	1.6%		
Interest Due and Accrued	1,640,719.39	0.9%		
Premiums in Course of Collection	765,835.54	0.4%		
Miscellaneous Assets	4,617.00	0.0%		
Total Assets	\$180,717,888.50	100.0%		

These assets are valued on basis prescribed by National Association of Insurance Commissioners.

In addition, these PLUS values! A real fraternal spirit and program ... Camp activities ... Fraternal aid from a special fund ... The Royal Neighbor home for aged members ... A free health service ... The Royal Neighbor magazine.

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